



TNT+

CROSSTABBING

USER MANUAL

2008

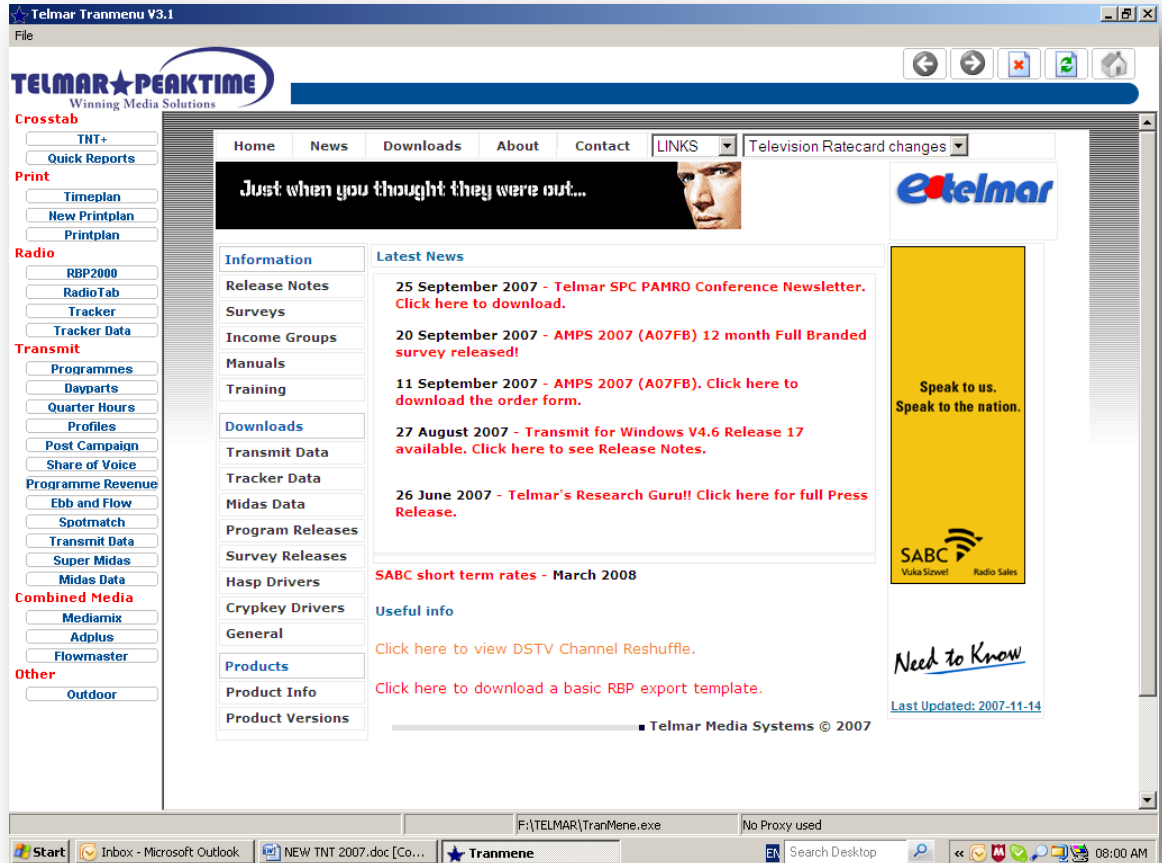
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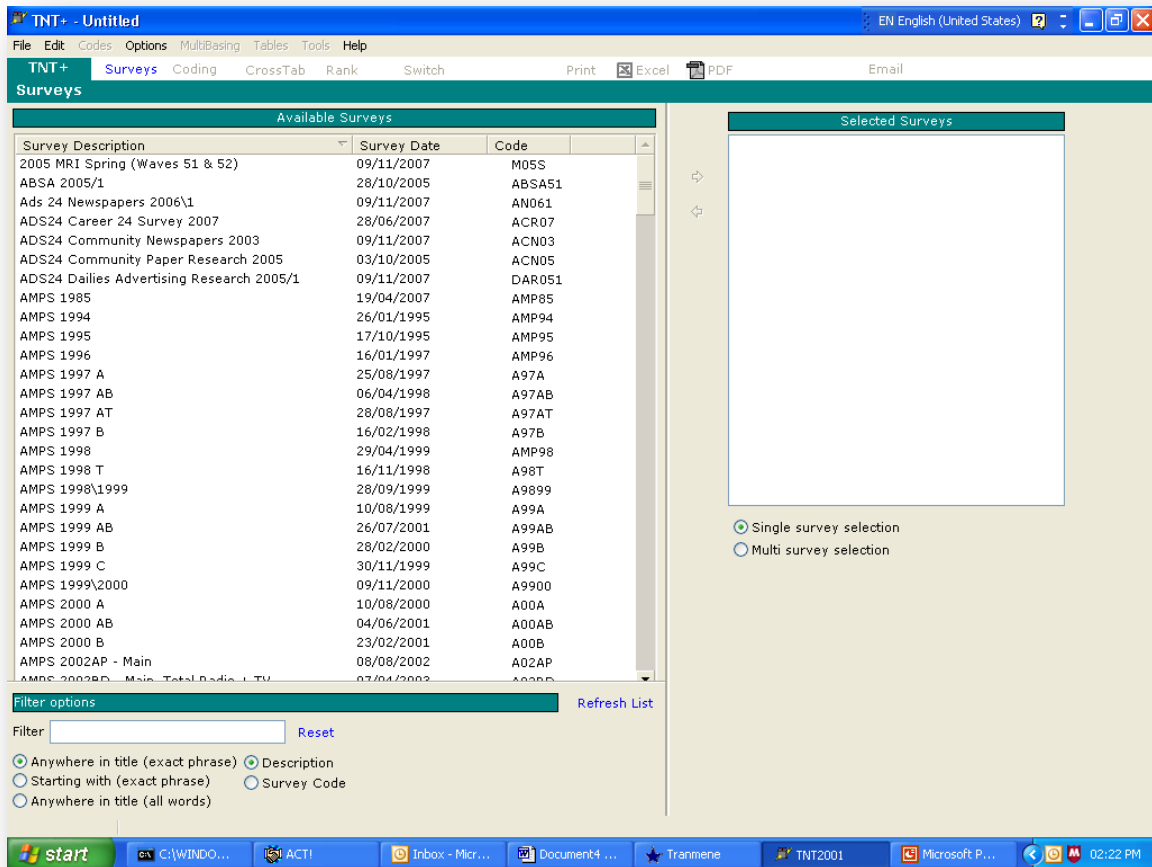
Introduction

TNT Crosstab is a cross tabbing programme designed to analyse different variables against each other.



Survey Selection

Open Screen

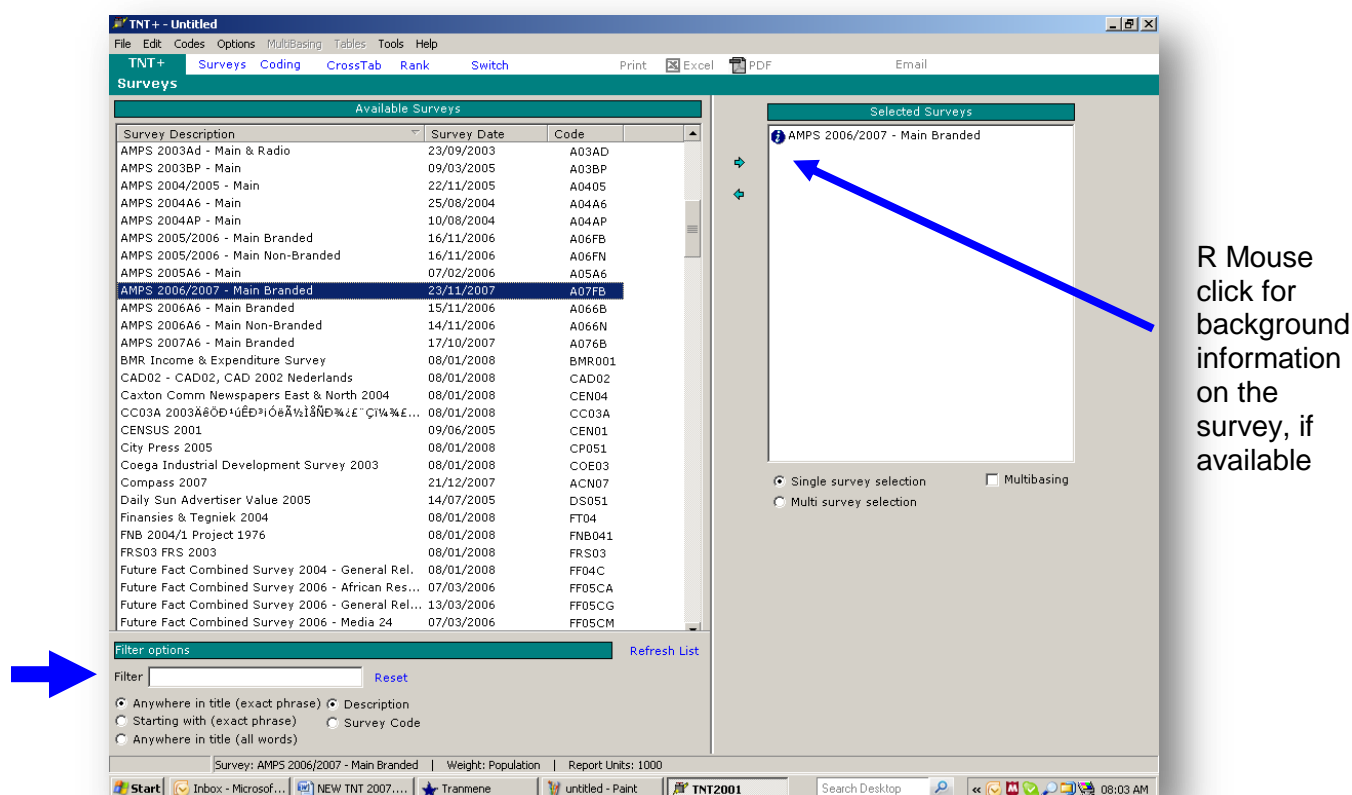


The opening screen and first Tab is **SURVEYS**. In the left hand list box, is the list of available surveys. You can choose one or more surveys. The last survey chosen will be used for the coding displayed.

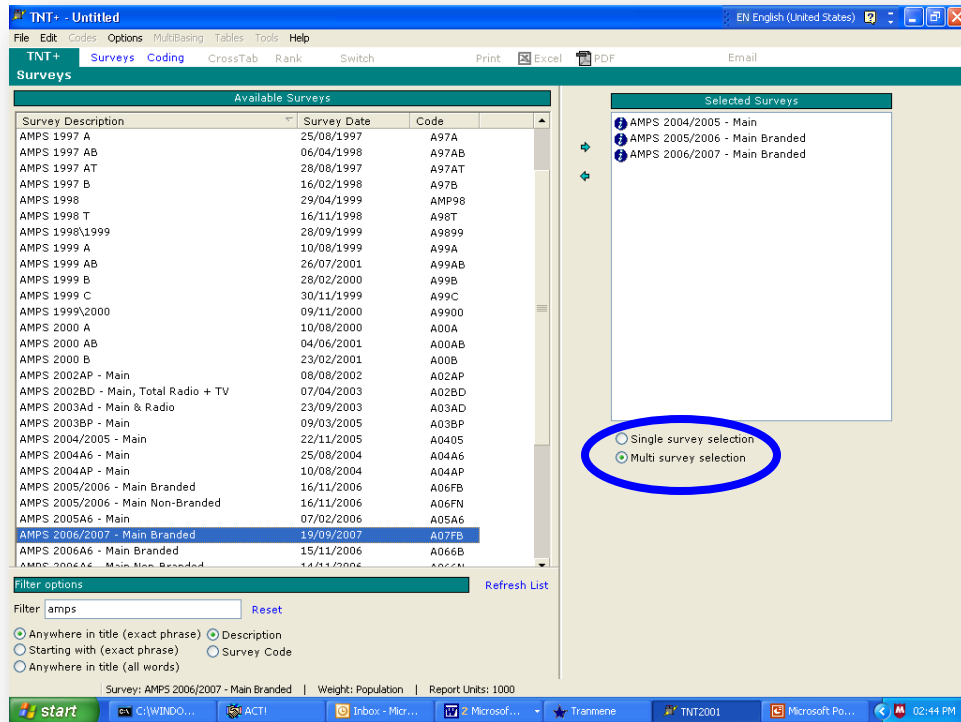
Finding a Survey

To help **find a survey** within a long list is possible by using filter. Searching by characters in the title or having a title beginning with a character(s). The following example has filtered AMPS so that only those surveys with AMPS in the title appear in the list box.

A survey can be selected by either highlighting the survey and double clicking or highlighting and using the arrows to select. To deselect, highlight the survey in the selected list box and use the arrow.



Single & Multi Survey Mode

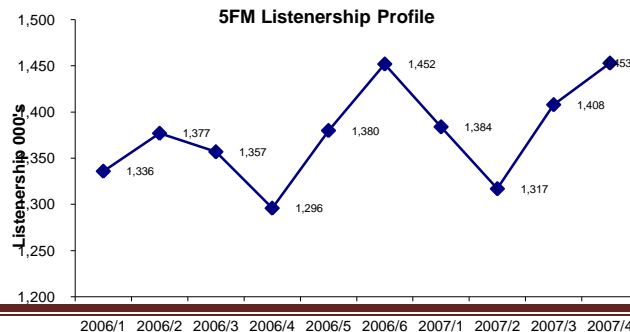


Single Survey Mode

Immediately on selecting a survey in **single survey mode**, the programme automatically moves to the **CODING** screen.

Multi Survey Mode

When working in **multi survey mode** the user is able to select a number of surveys by double clicking on the survey or using the arrows to move the survey into the “Selected Surveys” list box on the right hand side. Once all the surveys required are selected the user will then click on the **CODING** Tab. The user will use this function to do trending, eg to see how a radio station is doing over a period of time.



Trending Surveys

It is possible to trend surveys from within TNT. Select two or more surveys at the survey selection window.

If data is missing in one survey then the cell will be blank

Available Surveys

Survey Description	Survey Date	Code
AMPS 2003Ad - Main & Radio	23/09/2003	A03AD
AMPS 2003BP - Main	09/03/2005	A03BP
AMPS 2004/2005 - Main	22/11/2005	A0405
AMPS 2004A6 - Main	25/08/2004	A04A6
AMPS 2004AP - Main	10/08/2004	A04AP
AMPS 2005/2006 - Main Branded	16/11/2006	A06FB
AMPS 2005/2006 - Main Non-Branded	16/11/2006	A06FN
AMPS 2005A6 - Main	07/02/2006	A05A6
AMPS 2006/2007 - Main Branded	23/11/2007	A07FB
AMPS 2006A6 - Main Branded	15/11/2006	A066B
AMPS 2006A6 - Main Non-Branded	14/11/2006	A066N
AMPS 2007A6 - Main Branded	17/10/2007	A076B
BMR Income & Expenditure Survey	16/01/2008	BMR001
CAD02 - CAD02, CAD 2002 Netherlands	16/01/2008	CAD02
Caxton Comm Newspapers East & North 2004	16/01/2008	CEN04
CC03A 2003ÄÖËÜÉÐÞÓ&Å½1&N&L&Ç1¼%£...	16/01/2008	CC03A
CENSUS 2001	09/06/2005	CEN01
City Press 2005	16/01/2008	CP051
Coega Industrial Development Survey 2003	16/01/2008	COE03
Compass 2007	11/01/2008	ACN07
Daily Sun Advertiser Value 2005	14/07/2005	DS051
Finansies & Tegniek 2004	16/01/2008	FT04
FNB 2004/1 Project 1976	16/01/2008	FNB041
FRS03 FRS 2003	16/01/2008	FRS03
Future Fact Combined Survey 2004 - General Rel.	16/01/2008	FF04C
Future Fact Combined Survey 2006 - African Res...	07/03/2006	FF05CA
Future Fact Combined Survey 2006 - General Rel...	13/03/2006	FF05CG
Future Fact Combined Survey 2006 - Media 24	07/03/2006	FF05CM

Selected Surveys

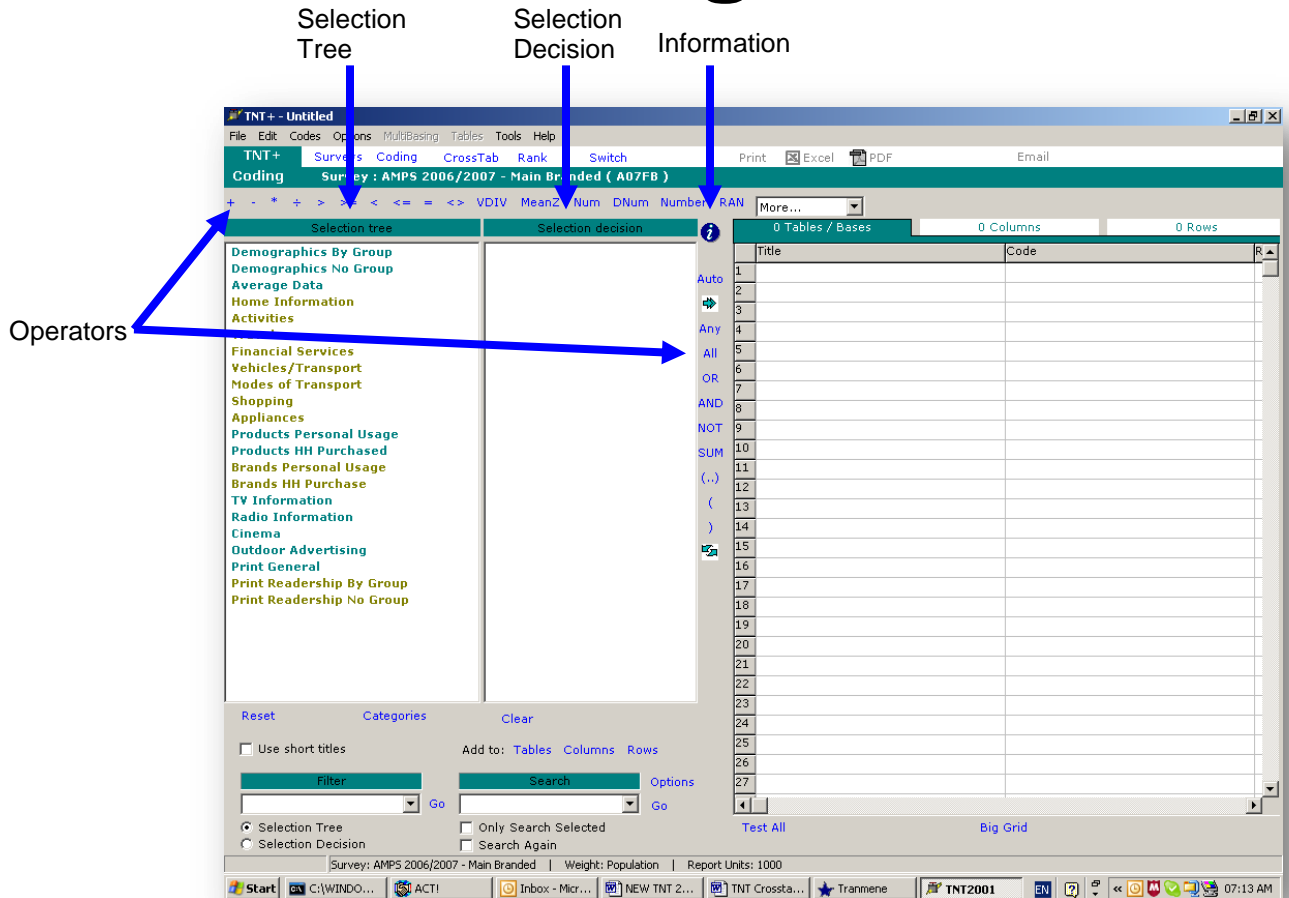
- AMPS 2005/2006 - Main Branded
- AMPS 2006/2007 - Main Branded

Single survey selection
☒ Multi survey selection


Multi Surveys

TNT+ - Exercise book.Tn2 - [Table - Western Cape]									
TNT+ Surveys Coding CrossTab Rank Switch Print Excel PDF Em...									
Default	Data Items	Stability	Decimal places	Filter	Highlight	Colour Tiles	Calculations	Survey order	Sort
		AMPS 2005/2006 - Main Branded	AMPS 2006/2007 - Main Branded	AMPS 2005/2006 - Main Branded	AMPS 2006/2007 - Main Branded	AMPS 2005/2006 - Main Branded	AMPS 2006/2007 - Main Branded	AMPS 2005/2006 - Main Branded	AMPS 2006/2007 - Main Branded
		Total	Total	Men	Men	Men	Women	Women	Women
Total	Audience(000)	3,051	3,074	1,493	1,505	1,558	1,569		
	Resps	3,338	3,340	1,665	1,666	1,673	1,674		
	%Col	100.0	100.0	100.0	100.0	100.0	100.0		
	%Row	100.0	100.0	48.9	48.9	51.1	51.1		
	Index	100.0	100.0	100.0	100.0	100.0	100.0		
16-24	Audience(000)	618	623	311	313	307	310		
	Resps	817	805	461	461	356	344		
	%Col	20.3	20.3	20.8	20.8	19.7	19.8		
	%Row	100.0	100.0	50.3	50.2	49.7	49.8		
	Index	100.0	100.0	102.7	102.7	97.4	97.5		
25-34	Audience(000)	695	700	350	353	345	348		
	Resps	580	561	269	268	311	293		
	%Col	22.8	22.8	23.4	23.4	22.1	22.2		
	%Row	100.0	100.0	50.4	50.4	49.6	49.6		
	Index	100.0	100.0	102.9	102.9	97.2	97.2		
35-49	Audience(000)	958	965	475	478	483	487		
	Resps	844	886	398	407	446	479		
	%Col	31.4	31.4	31.8	31.8	31.0	31.0		
	%Row	100.0	100.0	49.6	49.6	50.4	50.4		
	Index	100.0	100.0	101.2	101.2	98.8	98.8		
50+	Audience(000)	781	785	358	361	422	425		
	Resps	1,097	1,088	537	530	560	558		
	%Col	25.6	25.6	24.0	24.0	27.1	27.1		
	%Row	100.0	100.0	45.9	45.9	54.1	54.1		
	Index	100.0	100.0	93.8	93.8	106.0	106.0		

Coding



Moving to the second screen, **Coding**, the window opens with the codebook at the summary level in the left hand list box (Selection Tree). The second list box, "Selection decision", is to hold those options opened from the codebook. When selecting / coded codes, they will move to the right hand side into the required tables/columns and rows grids on the right.

Items of interest pertaining to the survey chosen can be viewed by clicked on the Information icon. Which is also available on the survey selection screen. 

Operators can be found on the bar above the selection boxes and on the bar between the Selection decision box and the Tables/Columns/Rows grids. These operators can be moved from either the horizontal bar to the vertical and visa versa.

The two list boxes, Selection Tree and Selection Decision, can be sized in width by grabbing the edge of the first column and moving it wider or smaller.

Combine Codes:

- ❖ **OR:** Always within a Category
- ❖ **AND:** Always between Categories
- ❖ **ANY:** Same as OR
- ❖ **ALL:** Same as AND
- ❖ **():** Combining a section

eg.

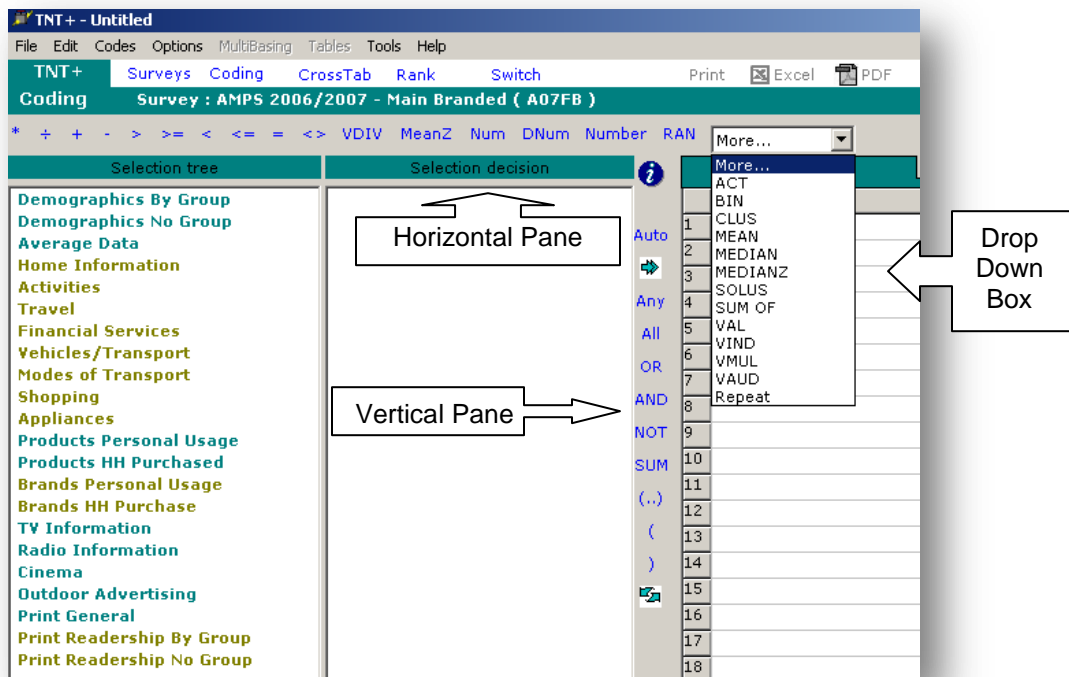
- ❖ Men **AND** (Age 16-24 **OR** Age25-34) **AND** Matric
- ❖ Women **AND** (LSM 5 **OR** LSM 6 **OR** LSM 7) **AND** Gauteng



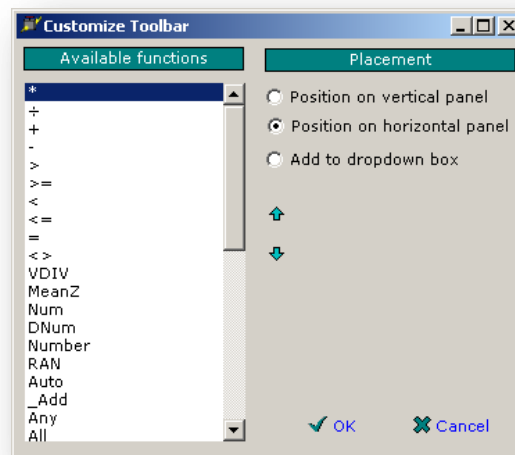
Customising Operator Display

All Operators can be customised to suit your individual needs. Right mouse click on the **Horizontal Panel**, **Vertical Panel** or **Drop Down Box**, to make your decision.

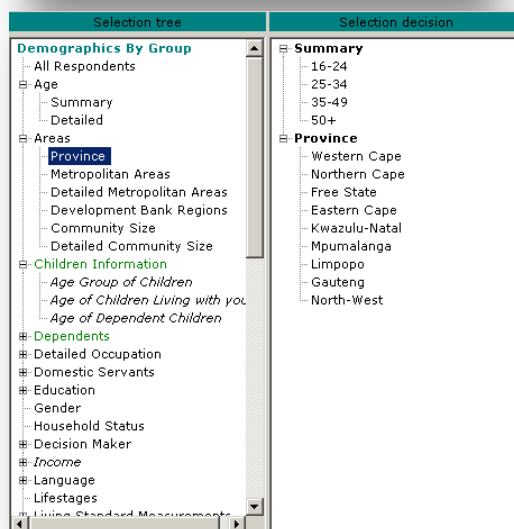
Select either: Customise buttons – this will change the position of the buttons; or
Set default buttons – this will put the buttons back where they originally were



Placement of buttons: In order to move buttons to different areas, R-click on either the horizontal or Vertical Operator bars, and then click on Customize Toolbars



Selection Tree



The first list box is the Selection Tree (code book)

- ❖ Click on a heading and the tree will open up another level.

- ❖ When there is a + sign there is still a further level

- ❖ When the – is reached, then that is the last level.

- ❖ When an item in the last level is highlighted and clicked on it will move over to the Selection decision column.

- ❖ For ease of use text that has the option of both long titles and short titles is displayed in *italic*.

- ❖ An item(s) in the codebook can be selected for tables or columns or rows. They can be selected in a variety of ways. For example, having opened *Demographics, Age and Province* groups are opened and the options within that group, are moved to the *Selection Decision* box.

- ❖ From the *Selection Decision* tree, coding is done. See coding procedure.

- ❖ You can select data from the Selection tree straight to the table/column and row grids.

The example below shows that having highlighted ACTIVITIES and then used the **double arrows** in the vertical panel to select all the ACTIVITIES and move them straight into the grid without having to open up each one into the Selection Decision box.

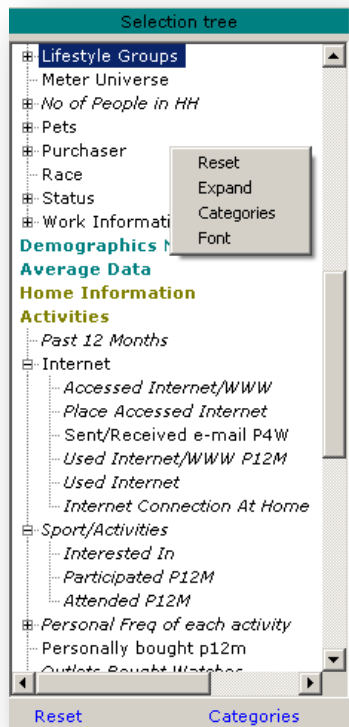
The screenshot displays a software interface with three main panels:

- Selection tree:** A hierarchical list of categories. The 'Activities' category is highlighted in blue.
- Selection decision:** A list of activities under the 'Interested In' category. The activities listed are: Dancing, Billiards/Pool/Snooker, Aerobics, Walking/Hiking, Boxing/Wrestling, Gymnastics, Martial Arts, Athletics, Basketball/Netball, Cricket, Cycling, Fishing, Golf, Hockey, Horse Riding, and Martial Arts/Chess.
- 16 Tables / Bases:** A table with 16 rows and 2 columns (Title and Code). The rows are numbered 1 to 16, and the columns are labeled 'Title' and 'Code'. The data in the table is as follows:

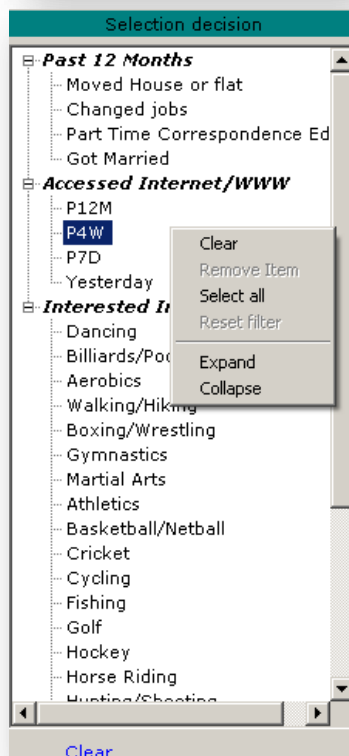
	Title	Code
1	Moved House or flat - Past 12 Months	MOVED
2	Changed jobs - Past 12 Months	JOBS
3	Part Time Correspondence Educ - Past 12 Months	STUDY
4	Got Married - Past 12 Months	G-MAR
5	P12M - Accessed Internet/WWW	IACP12M
6	P4W - Accessed Internet/WWW	IACP4W
7	P7D - Accessed Internet/WWW	IACCP7D
8	Yesterday - Accessed Internet/WWW	IACCYES
9	Dancing - Interested In	DSN-I
10	Billiards/Pool/Snooker - Interested In	BIL-I
11	Aerobics - Interested In	AER-I
12	Walking/Hiking - Interested In	WAL-I
13	Boxing/Wrestling - Interested In	BOX-I
14	Gymnastics - Interested In	GYM-I
15	Martial Arts - Interested In	MAR-I
16	Athletics - Interested In	ATH-I
17		
18		
19		
20		
21		
22		
23		

When selecting all option under one category, you can simple just double click on the category heading in the Selection Decision Box and it will automatically move into the selected tab.

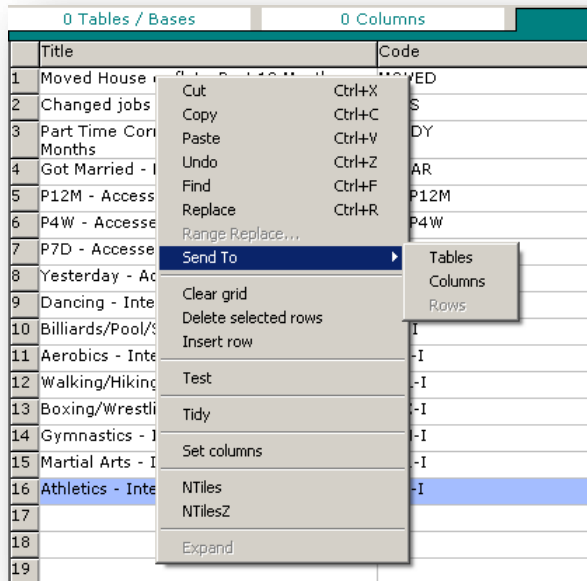
Right mouse clicking while pointing to the Selection Tree list box will bring up a menu:



- ❖ **Reset:** Will collapse the grid
- ❖ **Expand:** Will expand all groups to the widest level
- ❖ **Categories:** Will limit the display to selected items



- ❖ **Clear:** Removes all items from the selection decision box
- ❖ **Remove Item:** To remove just one category on the selection decision box
- ❖ **Select all:** Highlights all items in the selection decision box
- ❖ **Reset Filter:** If a filter has been processed, this option returns all the original items to the selection decision box
- ❖ **Expand:** To expand the category to see the coding
- ❖ **Collapse:** To collapse the category.



In the grid, by R-Click, you will find the following menu:

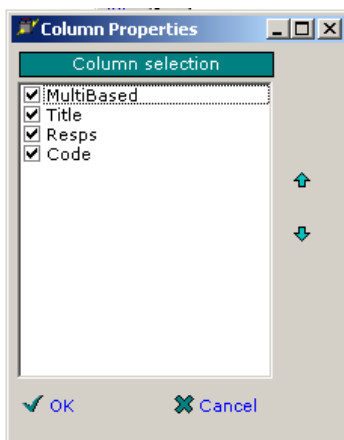
- ❖ **Cut:** Cut the selected cells
- ❖ **Copy:** Copies the selected cells
- ❖ **Paste:** Pastes the copied / cut cells to a new location
- ❖ **Undo:** Undo the last command
- ❖ **Find:** Finds specified text either in the codes or the titles
- ❖ **Replace:** Replaces the specified text with alternative text
- ❖ **Send to:** Send selected items to either Tables / Columns / Rows
- ❖ **Clear grid:** Clear entire grid
- ❖ **Delete selected rows:** Delete

selected row

- ❖ **Insert row:** Insert row where required. Highlight that row and add your code
- ❖ **Test:** This option is used to ensure that individual coding is correct and to calculate and display the audience and respondents. This does not take into account any of the other filters added to Table / column / rows.
- ❖ **Tidy:** Will remove all duplicate text from the Title of each table / column / row.

	Title	Code
1	Cold Drinks Medium or Cold Drinks Heavy	(CDRINK-M , CDRINK-H)
2	Diet Cold Drinks Medium or Diet Cold Drinks Heavy	(DDRINK-M , DDRINK-H)
3	Iced Tea Medium or Iced Tea Heavy	(ICEDTE-M , ICEDTE-H)
4		

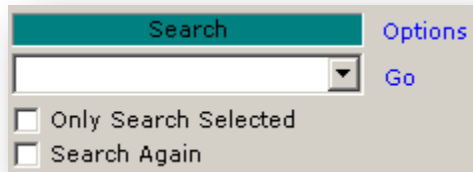
	Title	Code
1	Cold Drinks Medium or Heavy	(CDRINK-M , CDRINK-H)
2	Diet Cold Drinks Medium or Heavy	(DDRINK-M , DDRINK-H)
3	Iced Tea Medium or Heavy	(ICEDTE-M , ICEDTE-H)
4		



- ❖ **Set Columns:** The view defaults to showing codes and titles, to the right are Respondents and Population. The user can control the order of and viewing of these columns. Right mouse click on a column to obtain the menu. Click on set columns.

- ❖ **Ntiles:** N-Tiles allows the user to create their own frequency distribution and group the results into sections or tiles. For example N-tiles could be used to create light, medium and heavy breakdowns of the user's choice. See explanation later in document.

Search



The Search option helps finding required questions.

Filter



The filter option reduces the display to the required elements. Filtering can be done on either the "Selection Tree cell" or by the "Selection Decision cell".

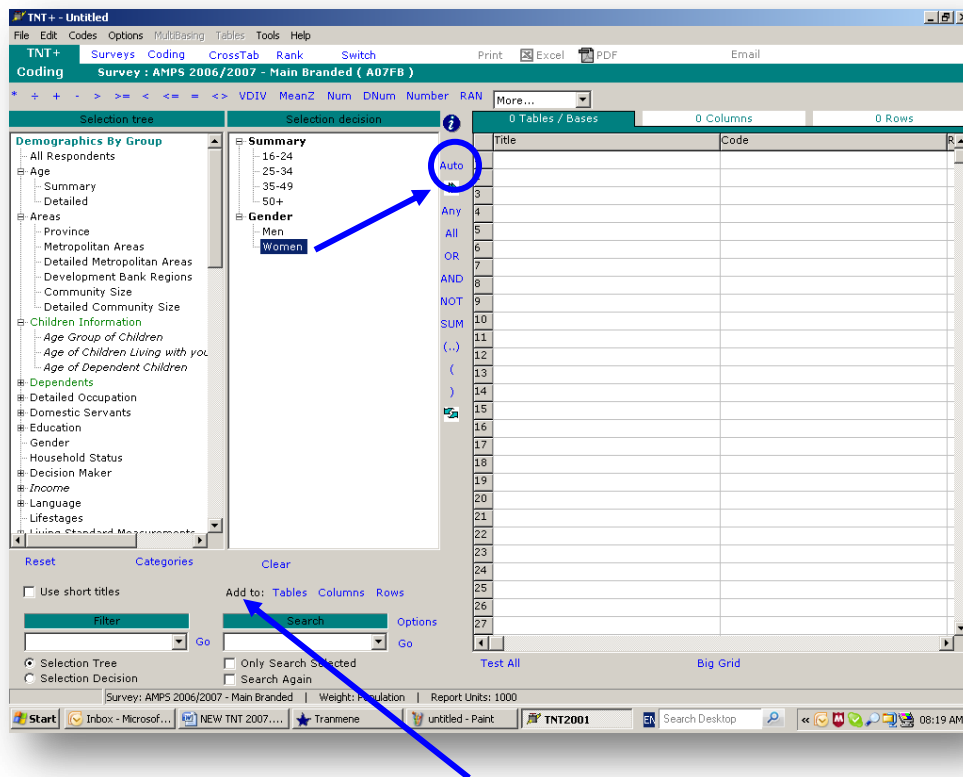
- ❖ The required filter (text) is entered into the filter box and then click on **Go**.

Selection Methods

There are many ways to select an item for inclusion in the analysis.



Selecting a Single item

- ❖ Click on Women (highlight) and use the  to move across to the focused window, eg. Tables



- ❖ Click on Women (highlight) and use the “**Add To**” option to move to whichever window you require – Tables / Columns / Rows
- ❖ Double click on Women and it will automatically move over to the focused window, eg. Tables

Selecting Multiple Items As Separate Tables/Columns Or Rows.

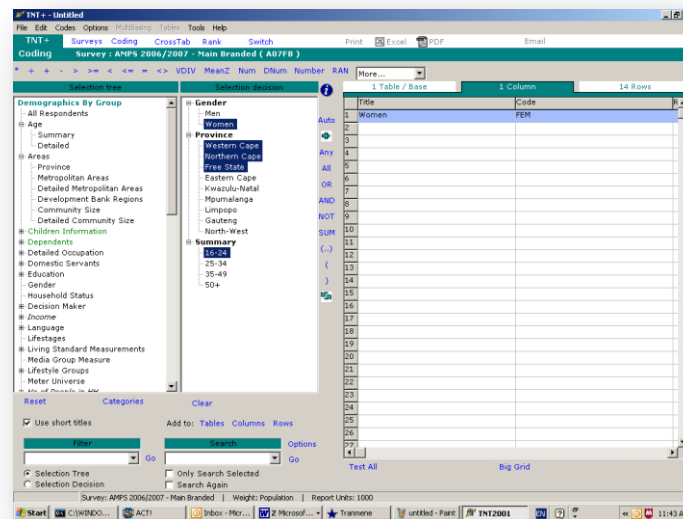
- (a) Click on the heading of the category within the selection decision box or within the Selection tree box and use the  to move across the items to the focused window, e.g. Columns.
- (b) Double click on the heading of the category window in the selection decision box and all the items will automatically move over to the focused window.
- (c) Highlight the required items by either clicking on each item with the ctrl key or the shift key held down and use the  to move across the items to the focused window, e.g. Columns.
- (d) Do either of the above and use the **“Add to”** option without needing the focus of the grids to be set.

Selecting multiple items to be joined together with coding automatically

The program can join together multiple items with the minimum of effort by the user.

Auto Coding

- Select multiple items **within** a group and click Auto and the program will automatically join these items together with **OR**.
- Select multiple items from within a group and then also within other groups and click on Auto and the program will automatically join the items within each group with OR (,) and then between groups with AND (.), and will add parentheses (Brackets) as appropriate.



- Select multiple items and click on **ALL** and all the items will be joined together with AND.
Note: This gives the duplication between codes.
- Select multiple items and click on **ANY** and all the items will be joined together with OR. (Brackets will be added to the coding automatically.) **Note:** This gives the net value of the codes.
 - E.g. Outdoor Past 7 days total – have you seen **ANY** of the following outdoor types
- Select multiple items and click on **SUM** and all the items will be joined together with PLUS (+) **Note:** This gives the gross value of the codes.
 - E.g. All those who read 1 Daily Newspaper title only. Thus, it will add everyone together (Readership)

Test All

- ❖ By clicking on Test All under the coding window will calculate the Population and Respondents for the active cell: Tables, Columns or Rows.
- ❖ **Note:** the results are **NOT** filtered; it is the total respondents for the specified coding.

	Title	Code
1	16-24	AG16
2	25-34	AG25
3	35-49	AG35
4	50+	AG50
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		
15		
16		
17		
18		
19		
20		
21		
22		
23		
24		
25		
26		
27		

Test All

Use Short Titles

To remove appended titling, click on Use short titles. For example, using TV viewership P7D, where “Past 7 days” is appended to the titling. If “use short titles” is switched on then “Past 7 days” is omitted from the titles.

	Title	Code
1	e-TV - Past 7 days	E-TVP7D
2	Mnet Main Service - Past 7 days	MNETMP7D
3	SABC 1	SABC1P7D
4	SABC 2	SABC2P7D
5	SABC 3	SABC3P7D

TV Information	
<input type="checkbox"/>	Past 4 Weeks
<input type="checkbox"/>	Past 7 days
<input type="checkbox"/>	Yesterday
<input checked="" type="checkbox"/>	Times Watched Any TV
<input type="checkbox"/>	Working TV Set in HH
<input type="checkbox"/>	Pay TV Information

For ease of use text that has the option of both long titles and short titles is displayed in *italics*.

Replace

To replace one set of tables / columns / rows with an alternative set, highlight (select) the set to be replaced in the coding grid and highlight (select) the new set in the Selection decision box, then click on the “replace” arrows and the old set will be substituted with the new set.

For example: Heavy consumers of drinks have been replaced with Medium consumers of drinks.

The screenshot illustrates the 'Replace' function in the software. On the left, the 'Selection decision' box contains a list of items: Cold Drinks Medium, Cold Flavoured Milk Medium, Diet Cold Drinks Medium, Iced Tea Medium, Mineral Water Medium, and Fruit Juice Medium. Below this list are logical operators: Auto, Any, All, OR, AND, NOT, SUM, (..), (, and). At the bottom left, a blue circle highlights the 'Replace Arrows' icon. A blue arrow points from this icon to the right, where the resulting grid is shown. The grid has 1 Table, 0 Columns, and 6 Rows. The rows are numbered 1 to 14. The first 6 rows contain the following data:

	Title	Code
1	Cold Drinks Heavy	CDRINK-H
2	Cold Flavoured Milk Heavy	FMILKC-H
3	Diet Cold Drinks Heavy	DDRINK-H
4	Iced Tea Heavy	ICEDTE-H
5	Mineral Water Heavy	MINW-H
6	Fruit Juice Heavy	FJUICE-H
7		
8		
9		
10		
11		
12		
13		
14		

Replace Arrows

Coding Grid

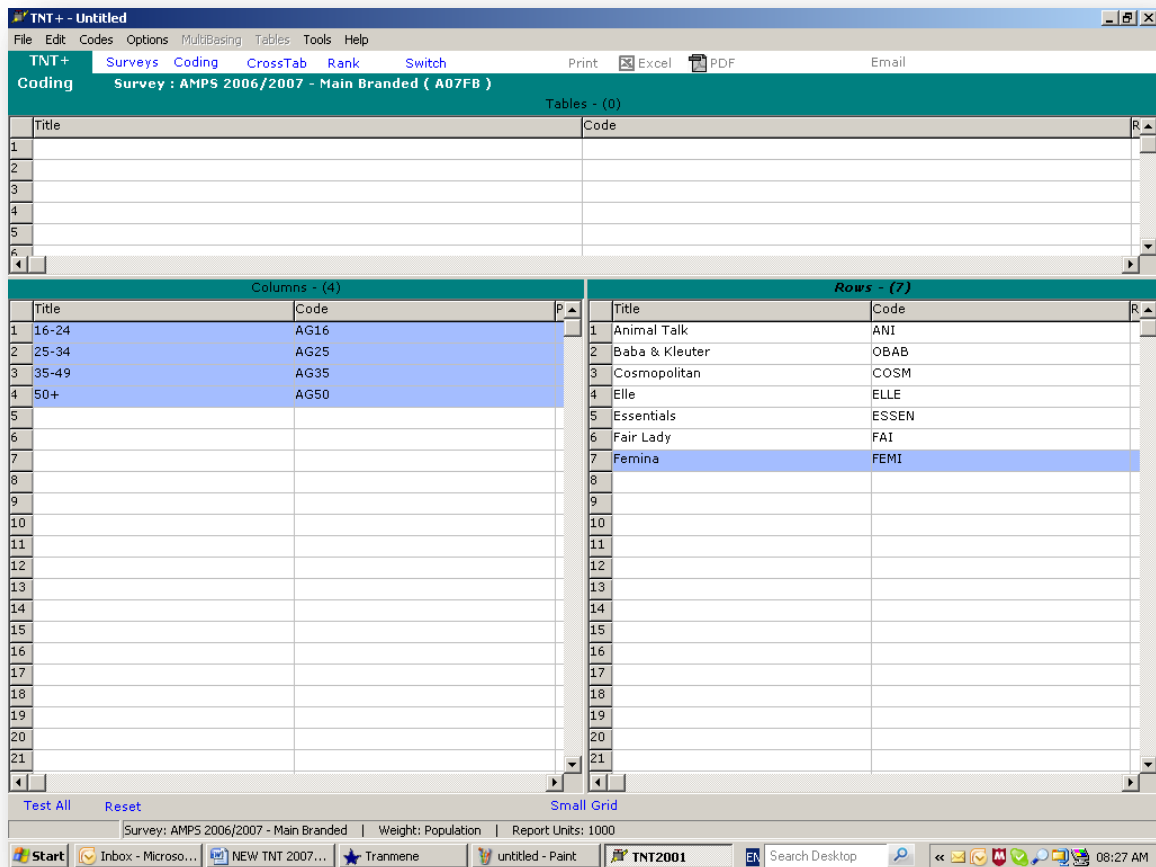
To change focus of the Tables, Columns and Rows windows click on the title of the Window banner.

The active item is shown in **Teal**

Big Grid

The user can switch to Big Grid by clicking on “Big Grid” at the base of the coding grid. The display then changes so that the coding grid fills the screen.

- ❖ While in this view, highlighted (selected) items can be dragged and dropped between the Tables, Columns and Rows.



Clicking on the heading bar of the Tables, Columns or Rows can enlarge the display further. This will then zoom in and display only the selected item. This is useful for editing long coding. Reset will take it back to the default look.

To get back to the small grid, click on “Small Grid” and it will move back to the original grid layout.

Running the Analysis

There are two options to running the analysis, Crosstab and Rank.

- ❖ **CrossTab** will show the data with multiple data items per row as determined by the items selected below each other.
- ❖ **Rank** will show the data with multiple data items in columns as determined by the items selected

To run an analysis, select either the **CrossTab** item or the **Rank** item on the flat tabs.



CrossTab Format

		Total	Men
Total	Audience(000)	31,109	15,501
	Resps	24,812	12,405
	%Col	100.0	100.0
	%Row	100.0	49.8
	Index	100.0	100.0
16-24	Audience(000)	8,214	4,190
	Resps	6,653	3,808
	%Col	26.4	27.0
	%Row	100.0	51.0
	Index	100.0	102.4
25-34	Audience(000)	7,471	3,897
	Resps	5,248	2,550
	%Col	24.0	25.1
	%Row	100.0	52.2
	Index	100.0	104.7

Rank Format

Men						
	Audience(000)	Resps	%Col	%Row	Index	
Total	15,501	12,405	100.0	49.8	100.0	
1. 16-24	4,190	3,808	27.0	51.0	102.4	
2. 25-34	3,897	2,550	25.1	52.2	104.7	
3. 35-49	4,131	2,849	26.7	49.6	99.5	
4. 50+	3,283	3,198	21.2	46.3	92.9	

Data Item Selection

Available data items:

- %Comp
- Audience Rank
- A.I.R.
- A.I.R. Rank
- %Comp Rank
- %Coverage
- %Cov Rank
- Index Rank
- %Col Rank
- %Row Rank
- %Table
- %Table Rank
- Projected
- Proj Rank
- Resps Rank
- 2-Sigma Tolerance
- 2-Sigma Tol Rank
- 2-Sigma %
- 2-Sigma % Rank

Selected data items:

- Audience(000)
- Resps
- %Col
- %Row
- Index

Media in: ☒ Rows ☐ Columns

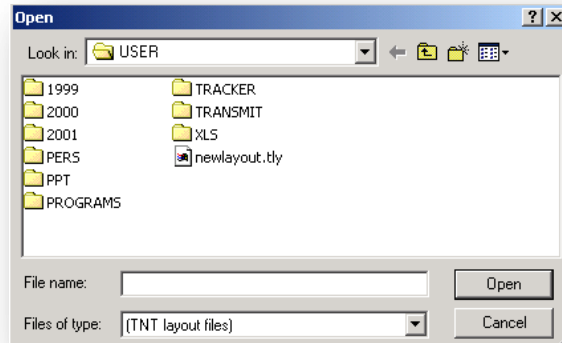
☒ Apply to all tables ☒ OK ☒ Cancel

In order to see more or less data per row, the layout can be changed via Layout



Saving the layout

Having selected items to be displayed the layout can be saved for future use or as default.



Sorting in Tab format

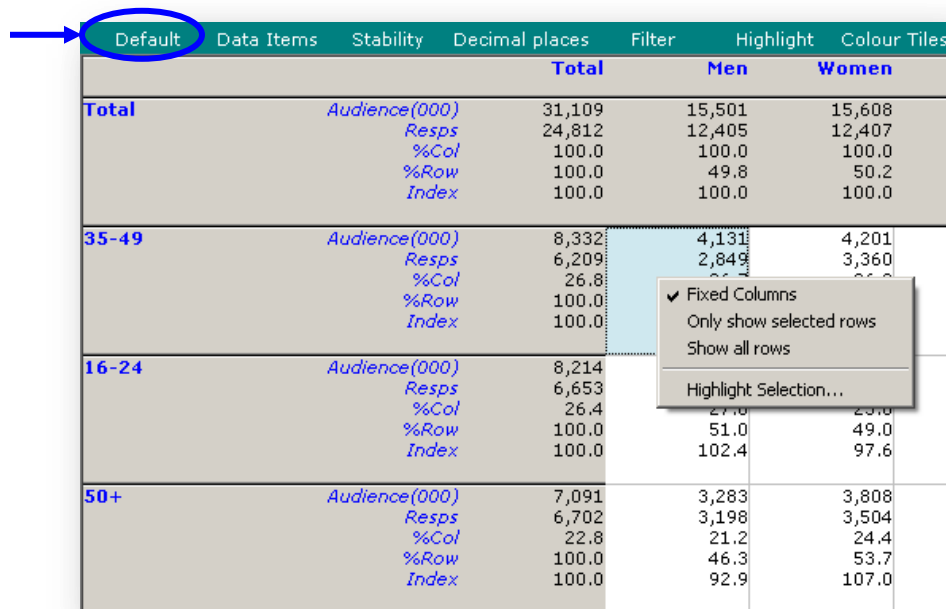
- ❖ To sort in tab format, right mouse click on the column title, choose Ascending or Descending and then an item to sort on.
 - ❖ To sort a selection of rows highlight the rows by clicking on a cell and dragging the mouse up or down. Then right click on the column title and sort. Only the selected rows will be sorted.
- The sort order used will be displayed in the top left hand corner of the results.

	Total	Men	women
Total			
Audience(000)	31,109	15,501	15,608
Resps	24,812	12,405	12,407
%Col	100.0	100.0	100.0
%Row	100.0	49.8	50.2
Index	100.0	100.0	100.0
35-49			
Audience(000)	8,332	4,131	4,201
Resps	6,209	2,849	3,360
%Col	26.8	26.7	26.9
%Row	100.0	49.6	50.4
Index	100.0	99.5	100.5
16-24			
Audience(000)	8,214	4,190	4,024
Resps	6,653	3,808	2,845
%Col	26.4	27.0	25.8
%Row	100.0	51.0	49.0
Index	100.0	102.4	97.6

Results Grid

Viewing Selected rows only

To reduce the rows viewed, highlight the rows with the actual grid and right mouse click within the rows, then select **Only Show Selected Rows**. Clicking on DEFAULT will restore all the rows.



The screenshot shows the 'Results Grid' interface. At the top, there is a navigation bar with tabs: 'Default' (highlighted with a blue circle and an arrow), 'Data Items', 'Stability', 'Decimal places', 'Filter', 'Highlight', and 'Colour Tiles'. Below the navigation bar is a table with columns: 'Total', 'Men', and 'Women'. The table is divided into sections for different age groups: 'Total', '35-49', '16-24', and '50+'. Each section contains rows for 'Audience(000)', 'Resps', '%Col', '%Row', and 'Index'. A right-click context menu is open over the '35-49' section, showing options: 'Fixed Columns' (checked), 'Only show selected rows', 'Show all rows', and 'Highlight Selection...'. The 'Only show selected rows' option is highlighted.

		Total	Men	Women
Total	<i>Audience(000)</i>	31,109	15,501	15,608
	<i>Resps</i>	24,812	12,405	12,407
	<i>%Col</i>	100.0	100.0	100.0
	<i>%Row</i>	100.0	49.8	50.2
	<i>Index</i>	100.0	100.0	100.0
35-49	<i>Audience(000)</i>	8,332	4,131	4,201
	<i>Resps</i>	6,209	2,849	3,360
	<i>%Col</i>	26.8	26.8	26.8
	<i>%Row</i>	100.0	100.0	100.0
	<i>Index</i>	100.0	100.0	100.0
16-24	<i>Audience(000)</i>	8,214	2,710	2,504
	<i>Resps</i>	6,653	2,110	2,543
	<i>%Col</i>	26.4	27.0	23.0
	<i>%Row</i>	100.0	51.0	49.0
	<i>Index</i>	100.0	102.4	97.6
50+	<i>Audience(000)</i>	7,091	3,283	3,808
	<i>Resps</i>	6,702	3,198	3,504
	<i>%Col</i>	22.8	21.2	24.4
	<i>%Row</i>	100.0	46.3	53.7
	<i>Index</i>	100.0	92.9	107.0

Dragging Columns and Rows

By pointing to the titles of a column or row you wish to move, just hold down the left mouse button and drag. You are able to position the columns or rows in any order.

Fixed Columns

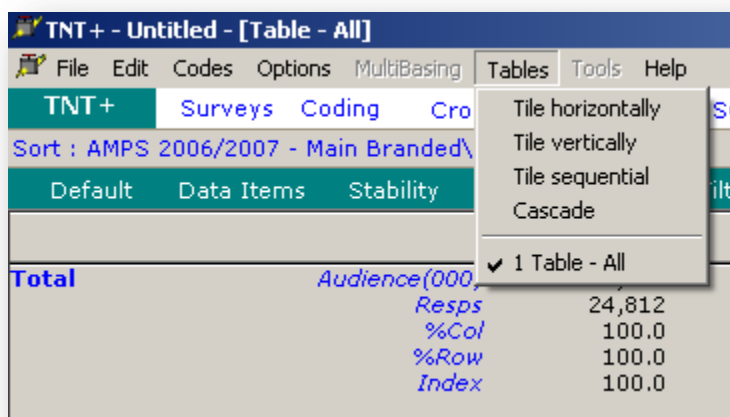
The default setting fixes the row title, data item descriptions and Total column. Right mouse clicking while pointing to the row titles will bring up the option to un-fix the columns. When this option is switched off you are able to resize the row title and data item description columns.

Default	Data Items	Stability	Decimal places
Total			
Total	<i>Audience(000)</i>	31,109	
	<i>Resps</i>	24,812	
	<i>%Col</i>	100.0	
	<i>%Row</i>	100.0	
	<i>Index</i>	100.0	
35-49	<i>Audience(000)</i>	8,332	
	<i>Resps</i>	6,209	
	<i>%Col</i>	26.8	
	<i>%Row</i>	100.0	
	<i>Index</i>	100.0	
16-24	<i>Audience(000)</i>	8,214	
	<i>Resps</i>	6,653	
	<i>%Col</i>	26.4	
	<i>%Row</i>	100.0	
	<i>Index</i>	100.0	

- ✓ Fixed Columns
- Only show selected rows
- Show all rows
- Highlight Selection...

Default	Data Items	Stability	Decimal places
Total			
Total	<i>Audience(000)</i>	31,109	
	<i>Resps</i>	24,812	
	<i>%Col</i>	100.0	
	<i>%Row</i>	100.0	
	<i>Index</i>	100.0	
35-49	<i>Audience(000)</i>	8,332	
	<i>Resps</i>	6,209	
	<i>%Col</i>	26.8	
	<i>%Row</i>	100.0	
	<i>Index</i>	100.0	
16-24	<i>Audience(000)</i>	8,214	
	<i>Resps</i>	6,653	
	<i>%Col</i>	26.4	
	<i>%Row</i>	100.0	
	<i>Index</i>	100.0	

Table Layout



Specific tables can be selected for viewing from the Tables menu or multiple tables can be viewed at the same time by tiling them horizontally, vertically, sequentially or cascading them.

Tile Horizontally

The screenshot shows three tables tiled horizontally in the TNT+ software interface. Each table has columns for 'Total', 'Men', and 'Women'. The data is as follows:

		Total	Men	Women
Total	Audience(000)	3,074	1,505	1,569
	Resps	3,340	1,666	1,674
	%Col	100.0	100.0	100.0
	%Row	100.0	48.9	51.1
	Index	100.0	100.0	100.0
16-24	Audience(000)	623	313	310
	Resps	805	461	344
	%Col	20.3	20.8	19.8
	%Row	100.0	50.2	49.8
	Index	100.0	102.7	97.5

		Total	Men	Women
Total	Audience(000)	2,315	1,184	1,131
	Resps	1,268	634	634
	%Col	100.0	100.0	100.0
	%Row	100.0	51.1	48.9
	Index	100.0	100.0	100.0
16-24	Audience(000)	669	343	327
	Resps	393	223	170
	%Col	28.9	28.9	28.9
	%Row	100.0	51.2	48.8
	Index	100.0	100.1	99.9

		Total	Men	Women
Total	Audience(000)	1,999	1,028	971
	Resps	2,027	1,036	991
	%Col	100.0	100.0	100.0
	%Row	100.0	51.4	48.6
	Index	100.0	100.0	100.0
16-24	Audience(000)	499	255	243
	Resps	437	260	177
	%Col	24.9	24.8	25.1
	%Row	100.0	51.2	48.8
	Index	100.0	99.5	100.5

Tile Vertically

The screenshot shows three vertical tables side-by-side, each representing a different South African province: Western Cape, Mpumalanga, and Free State. Each table has a menu bar (File, Edit, Codes, Options, Multibasing, Tables, Tools, Help) and a toolbar (Switch, Print, Excel, PDF, Email). The tables are organized into sections for different age groups: Total, 16-24, 25-34, 35-49, and 50+. Each section contains a list of data items: Audience (000), Resps, %Col, %Row, and Index. The data is presented in a grid format with columns for the data item, the value, and the decimal places.

Table	Age Group	Audience (000)	Resps	%Col	%Row	Index
Western Cape	Total	3,0	3,3	21	101	101
	16-24	6	8	21	101	101
	25-34	7	5	21	101	101
	35-49	9	8	3	101	101
	50+	7	1,0	21	101	101
Mpumalanga	Total	2,3	1,2	21	101	101
	16-24	6	3	2	101	101
	25-34	5	2	24	101	101
	35-49	6	3	21	101	101
	50+	4	2	21	101	101
Free State	Total	1,9	2,0	101	101	101
	16-24	4	4	2	101	101
	25-34	4	4	2	101	101
	35-49	5	5	2	101	101
	50+	4	6	2	101	101

Tile Sequential

The screenshot shows two sequential tables, one for Free State and one for Western Cape. The Free State table has a menu bar (File, Edit, Codes, Options, Multibasing, Tables, Tools, Help) and a toolbar (Switch, Print, Excel, PDF, Email). It includes a 'Filter' column with 'Total', 'Men', and 'Women' options. The data is presented in a grid format with columns for the data item, the value, and the decimal places.

Table	Age Group	Audience (000)	Resps	%Col	%Row	Index	Total	Men	Women
Free State	Total	2,315	1,184	1,131					
	16-24	669	343	327					
	25-34	577	307	270					
	35-49	603	307	296					
	50+	466	228	238					
Western Cape	Total	3,0	3,3	21	100.0	100.0			
	16-24	6	8	21	100.0	100.0			
	25-34	7	5	21	100.0	100.0			
	35-49	9	8	3	100.0	100.0			
	50+	7	1,0	21	100.0	100.0			

Cascade

		Total	Men		Women	
Total		Audience(000)	3,074	1,505	1,569	
		Resps	3,340	1,666	1,674	
		%Col	100.0	100.0	100.0	
		%Row	100.0	48.9	51.1	
		Index	100.0	100.0	100.0	
16-24		Audience(000)	623	313	310	
		Resps	805	461	344	
		%Col	20.3	20.8	19.8	
		%Row	100.0	50.2	49.8	
		Index	100.0	102.7	97.5	
25-34		Audience(000)	700	353	348	
		Resps	561	268	293	
		%Col	22.8	23.4	22.2	
		%Row	100.0	50.4	49.6	
		Index	100.0	102.9	97.2	
35-49		Audience(000)	965	478	487	
		Resps	886	407	479	
		%Col	31.4	31.8	31.0	
		%Row	100.0	49.6	50.4	
		Index	100.0	101.2	98.8	
50+		Audience(000)	785	361	425	
		Resps	1,088	530	558	
		%Col	25.6	24.0	27.1	
		%Row	100.0	45.9	54.1	

Rank Format

		Total	Men		Women	
Total		Audience(000)	3,074	1,505	1,569	
		Resps	3,340	1,666	1,674	
		%Col	100.0	100.0	100.0	
		%Row	100.0	48.9	51.1	
		Index	100.0	100.0	100.0	
1. 16-24		Audience(000)	623	313	310	
		Resps	805	461	344	
		%Col	20.3	20.8	19.8	
		%Row	100.0	50.2	49.8	
		Index	100.0	102.7	97.5	
2. 25-34		Audience(000)	700	353	348	
		Resps	561	268	293	
		%Col	22.8	23.4	22.2	
		%Row	100.0	50.4	49.6	
		Index	100.0	102.9	97.2	
3. 35-49		Audience(000)	965	478	487	
		Resps	886	407	479	
		%Col	31.4	31.8	31.0	
		%Row	100.0	49.6	50.4	
		Index	100.0	101.2	98.8	
4. 50+		Audience(000)	785	361	425	
		Resps	1,088	530	558	
		%Col	25.6	24.0	27.1	
		%Row	100.0	45.9	54.1	

Sorting in Rank Format

Right click on the title e.g. Audience to sort, right click again to change the sort order.

To sort a selection of rows, highlight the rows by clicking on a cell and dragging the mouse up or down. Right click on the column title to sort. Only the selected rows will be sorted.

Flat Tabs

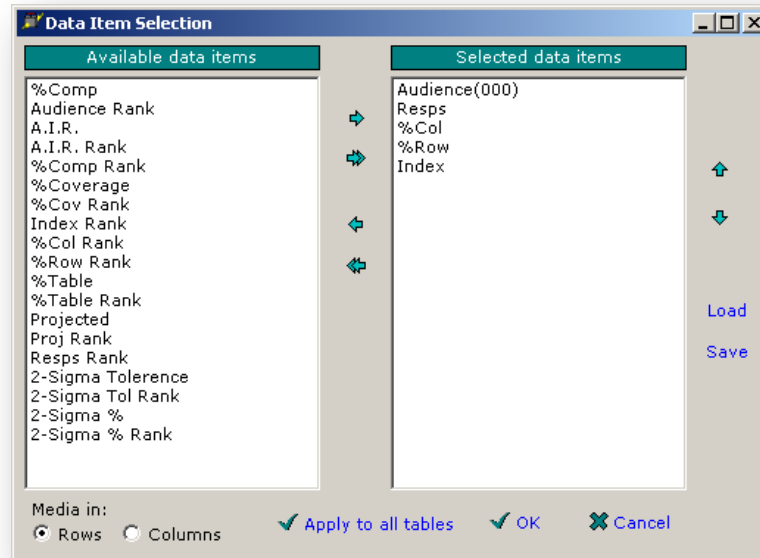
TNT+	Surveys	Coding	CrossTab	Rank	Switch	Print	Excel	PDF	Email
Default	Data Items	Stability	Decimal places	Filter	Highlight	Colour Tiles	Calculations	Survey order	Sort
1	2	3	4	5	6	7	8	9	10

Default Grid

Default will return your results to the default setting after making any changes to the display, sort order, highlights, filtering, etc.

Data Items Display

Data items detail all the items selected or available to be selected for display.



Stability

Clicking the Stability tab will switch the Stability flag alternately on and off. Stability levels can be changed via the Edit/Preferences menu. See Preferences.

- For respondent bases between 50 and 100 = *
- For respondent bases below 50 = **

Decimal Places of data

Set decimal places

Set decimal places for each item

Item	Decimal
Audience(000)	0
Resps	0
%Col	2
%Row	1
Index	1

☐ Used Coded Decimals For Audience

Cancel Done

		Total	Men
Total	Audience(000)	3,074	1,505
	Resps	3,340	1,666
	%Col	100.00	100.00
	%Row	100.0	48.9
	Index	100.0	100.0
16-24	Audience(000)	623	313
	Resps	805	461
	%Col	20.27	20.81
	%Row	100.0	50.2
	Index	100.0	102.7

In order to see the data to decimal places click on **Decimal Places** and enter the number of digits required after the decimal.

Filter

Filter will display only those items that meet the specified criteria

Filter

Survey

AMPS 2006/2007 - Main Branded

Column	Data Item
Total	Audience(000)
Men	Resps
Women	%Col
	%Row
	Index

> >= < <= = <>

☐ AND statements
☒ OR statements

Clear Apply to all tables Apply Cancel

Highlight Data

In order to quickly find data that meet certain criteria, Highlight will allow the user to specify a single or a series of criteria, e.g. index > 100 and all the rows that meet that criteria will be highlighted. The highlight colour can be changed by clicking on “Highlight Colour” and selecting a preferred colour.

Colour Tiles

Colour Tiles will colour each block of data according to size. So a high index would be Red, a low index would be Blue. Any data item can be used for the tiling.

Highlight colour

Tiling Colours

Lowest

Low

Medium

High

Highest

☒ Calculate tiles per column

☒ Exclude the Total Row

Data Item to colour

Audience(000)

Resps

%Col

%Row

Index

☐ Clear

✓ Apply to all tables

✓ Apply

✗ Cancel

TNT+ - Untitled - [Table - Western Cape]									
File Edit Codes Options MVEBasing Tables Tools Help									
TNT+ Surveys Coding CrossTab Rank Switch Highlight Colour Tiles Calculations Survey order Sort									
Default	Data Items	Stability	Decimal places	Filter	Highlight	Colour Tiles	Calculations	Survey order	Sort
		Total	Men	Women					
Total	Audience(000)	3,074	1,505	1,569					
	Resps	3,340	1,666	1,674					
	%Col	100.00	100.00	100.00					
	%Row	100.0	48.9	51.1					
	Index	100.0	100.0	100.0					
16-24	Audience(000)	623	313	310					
	Resps	805	461	344					
	%Col	20.27	20.81	19.76					
	%Row	100.0	50.2	49.8					
	Index	100.0	102.7	97.5					
25-34	Audience(000)	700	353	348					
	Resps	561	268	293					
	%Col	22.78	23.44	22.15					
	%Row	100.0	50.4	49.6					
	Index	100.0	102.9	97.2					
35-49	Audience(000)	965	478	487					
	Resps	886	407	479					
	%Col	31.40	31.79	31.02					
	%Row	100.0	49.6	50.4					
	Index	100.0	101.2	98.8					
50+	Audience(000)	785	361	425					
	Resps	1,088	530	558					
	%Col	25.55	23.96	27.07					
	%Row	100.0	45.9	54.1					
	Index	100.0	93.8	106.0					

Survey: AMP5 2006/2007 - Main Branded

Weight: Population

Report Units: 1000

Start

Inbox - Micro...

NEW TNT 20...

untitled - Paint

Tranmere

TNT2001

Telmarupdater

Search Desktop

12:59 PM

Calculations

This item is valid only if there is more than one survey tabbed. A calculation can be performed on one survey against the other.

A screenshot of the 'Calculation Options' dialog box. The 'Calculation' section has radio buttons for 'Difference', 'Percentage Difference' (selected), 'Average', and 'Sum'. The 'Result data name' field contains the text 'randed % AMPS 2006/2007 - Main Branded'. There is a checkbox for 'Perform calculation against all' which is unchecked. Below it, there are two radio buttons: 'Calculate all surveys against a base' and 'Calculate all surveys against a previous' (selected). On the right side of the dialog, there are buttons for 'Survey Display', 'More Options', 'Calculate' (with a green checkmark icon), and 'Cancel' (with a red X icon).

Calculation Function

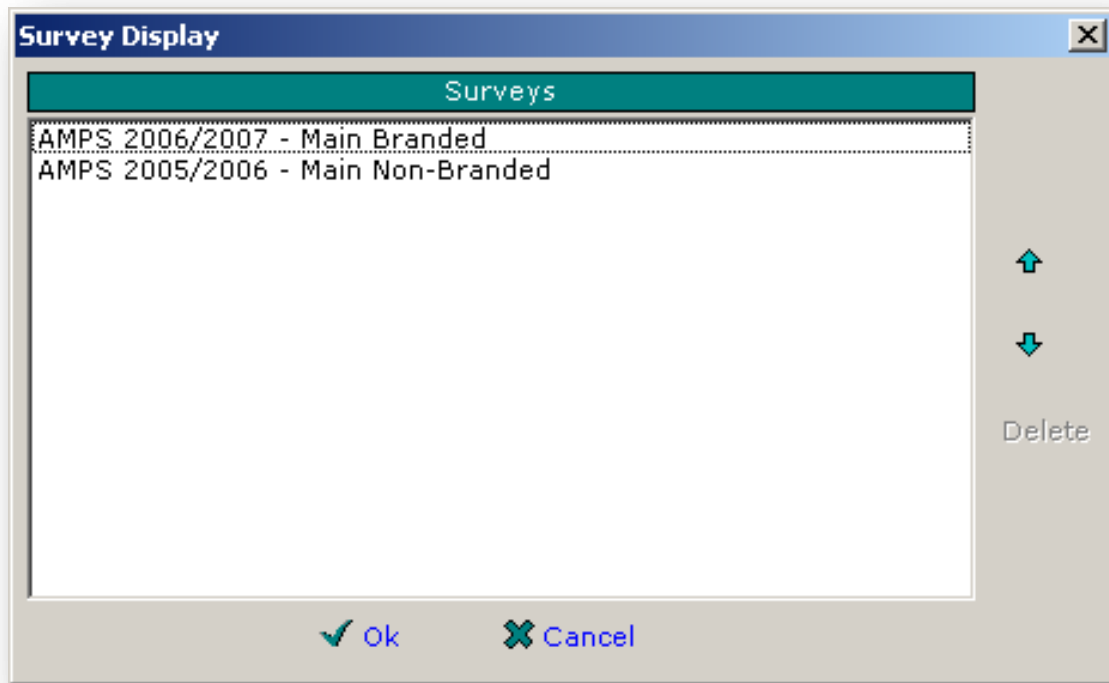
❖ Perform Calculation against all

- If ticked on, this will calculate all surveys in two ways:
 1. **Against a base:** The user can select which survey is to serve as the base against all the other surveys. This is done by selecting the relevant base survey from the Primary Survey list.
 2. **Against a previous:** If this is selected, each survey will be trended against the previous survey in the Primary Survey list. e.g. In the example below 2007A6 will automatically be trended against 2006A6.
- If ticked off, this will calculate the second selected survey against the first. This option will only calculate two surveys at a time. To trend more than 2 surveys, click on **More Options** and select the surveys you want to trend. For example, to trend A01BP on A01AP, click on A01BP in Primary Survey, click on A01AP in Survey to Subtract and click on A01AP in Dividend.

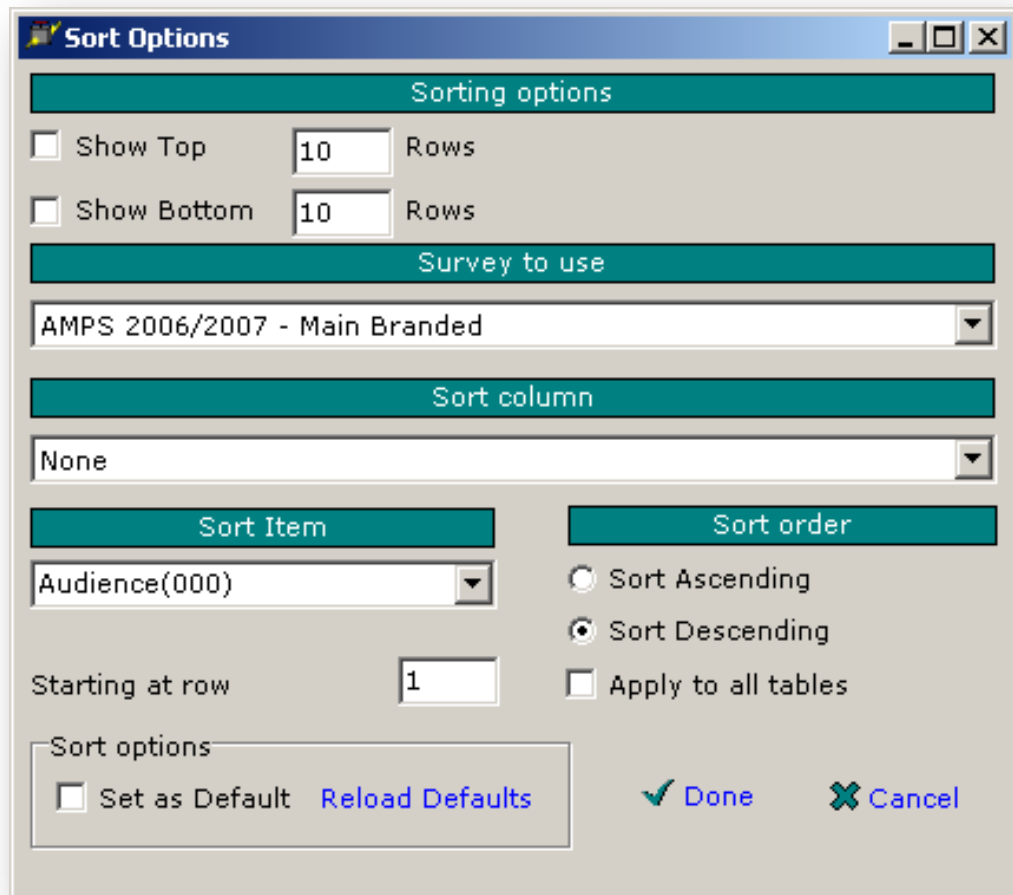
TNT+ - Untitled - [Table - Western Cape]								
File Edit Codes Options MultiBasing Tables Tools Help								
TNT+	Surveys	Coding	CrossTab	Rank	Switch	Print	Excel	PDF
Default	Data Items	Stability	Decimal places	Filter	Highlight	Colour Tiles	Calculations	Survey order
		AMPS 2006/2007 - Main Branded Total	AMPS 2005/2006 - Main Branded Total	AMPS 2006/2007 - Main Branded Men	AMPS 2005/2006 - Main Branded Men	AMPS 2006/2007 - Main Branded Women	AMPS 2005/2006 - Main Branded Women	AMPS 2006/2007 - Main Branded Women
Total	Audience(000)	3,074	3,051	1,505	1,493	1,569	1,558	
	Resps	3,340	3,338	1,666	1,665	1,674	1,673	
	%Col	100.00	100.00	100.00	100.00	100.00	100.00	
	%Row	100.0	100.0	48.9	48.9	51.1	51.1	
	Index	100.0	100.0	100.0	100.0	100.0	100.0	
16-24	Audience(000)	623	618	313	311	310	307	
	Resps	805	817	461	461	344	356	
	%Col	20.27	20.25	20.81	20.79	19.76	19.74	
	%Row	100.0	100.0	50.2	50.3	49.8	49.7	
	Index	100.0	100.0	102.7	102.7	97.5	97.4	
25-34	Audience(000)	700	695	353	350	348	345	
	Resps	561	580	268	269	293	311	
	%Col	22.78	22.77	23.44	23.43	22.15	22.14	
	%Row	100.0	100.0	50.4	50.4	49.6	49.6	
	Index	100.0	100.0	102.9	102.9	97.2	97.2	
35-49	Audience(000)	965	958	478	475	487	483	
	Resps	886	844	407	398	479	446	
	%Col	31.40	31.38	31.79	31.77	31.02	31.01	
	%Row	100.0	100.0	49.6	49.6	50.4	50.4	
	Index	100.0	100.0	101.2	101.2	98.8	98.8	
50+	Audience(000)	785	781	361	358	425	422	
	Resps	1,088	1,097	530	537	558	560	
	%Col	25.55	25.59	23.96	24.00	27.07	27.12	
	%Row	100.0	100.0	45.9	45.9	54.1	54.1	
	Index	100.0	100.0	93.8	93.8	106.0	106.0	

Survey Display Order

This item is valid only if there is more than one survey tabbed. Then the survey displayed and the order of display can be selected within this dialog box. Calculations created under Calculations can be removed from here.



Sort: Advanced sorting



The image shows a 'Sort Options' dialog box with a blue title bar and standard window controls. It is organized into several sections with teal headers. The 'Sorting options' section contains two checkboxes, 'Show Top' and 'Show Bottom', each followed by a text input field set to '10' and the label 'Rows'. The 'Survey to use' section features a dropdown menu currently showing 'AMPS 2006/2007 - Main Branded'. The 'Sort column' section has a dropdown menu set to 'None'. Below these are two columns: 'Sort Item' with a dropdown set to 'Audience(000)' and 'Sort order' with radio buttons for 'Sort Ascending' and 'Sort Descending' (the latter is selected), and a checkbox for 'Apply to all tables'. A 'Starting at row' text input field is set to '1'. At the bottom left, a 'Sort options' box contains a 'Set as Default' checkbox and a 'Reload Defaults' link. On the bottom right are 'Done' and 'Cancel' buttons with green checkmark and X icons respectively.

Sort Options

Sorting options

☐ Show Top Rows

☐ Show Bottom Rows

Survey to use

AMPS 2006/2007 - Main Branded

Sort column

None

Sort Item

Audience(000)

Sort order

☐ Sort Ascending

☒ Sort Descending

☐ Apply to all tables

Starting at row

Sort options

☐ Set as Default [Reload Defaults](#)

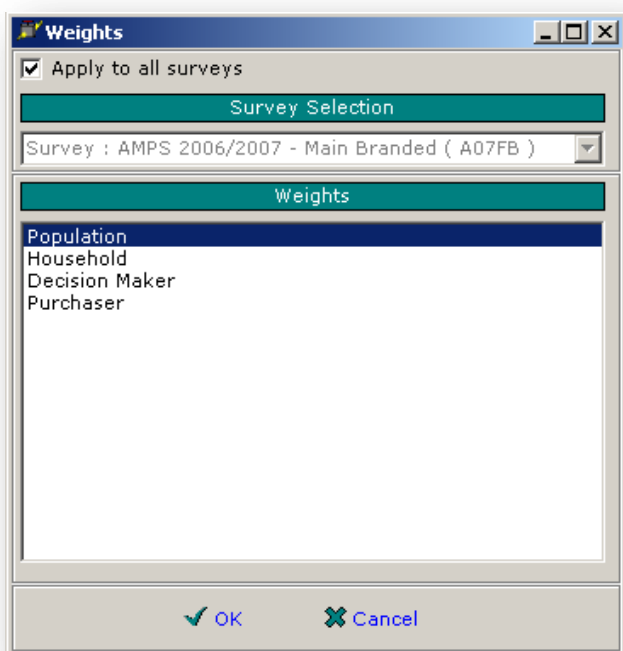
✓ Done ✗ Cancel

Weighting

In general, the application of ration estimation to adjust in-tab sample data from samples so that the weighted sample is in balance with the universe for various household / persons characteristics.

The way that questions are asked will affect the weights used. In general there are four weights:

1. Population
2. HouseholdHousehold Decision Maker
4. Household Purchaser



❖ **Population:** This weight is used for questions that are directed at the individual in the questionnaire. The question normally includes the word **PERSONALLY** or **YOU**. For example: How old are you?

❖ **Household:** The weight is used for questions that refer to the household and is used with regard to certain products such as having a stove in the home.

❖ **Decision Maker:** If the analysis is to be done to establish media usage or other personal demographics for "household" questions then the Household

Decision Maker Weight should be used after filtering on the HH Decision Maker (Male Head of Household or Female Housewife). The wording of the question and the purpose of the analysis determines whether analysis by Household Decision Maker Weight is meaningful.

- ❖ **Purchaser:** Any respondent of either sex who claims to be solely or partly responsible for the household purchases. These respondents weighted to households, form the basis of the values relating to household FMCG categories.

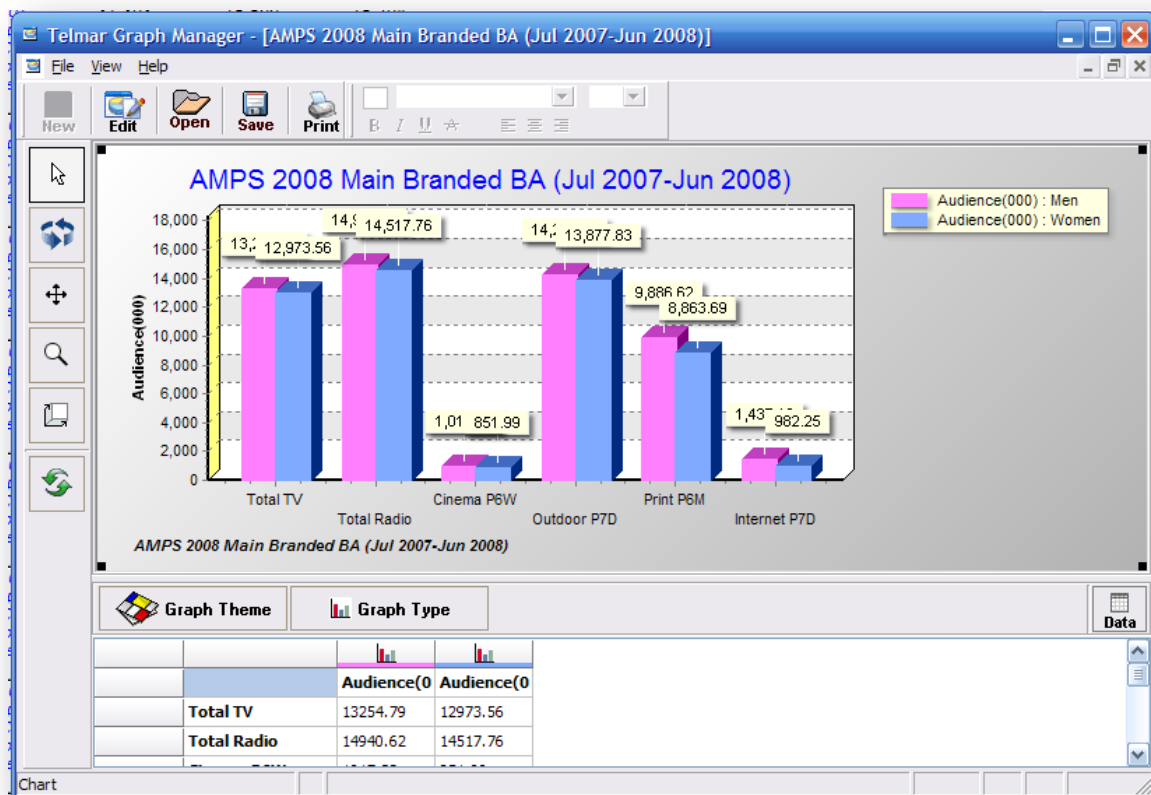
Graphing

Telgraph

The user needs to create a normal crosstab run. In the actual grid, the user highlights the area that needs to be graphed by clicking and dragging. Note: When clicking and dragging, release the mouse button within the last block that needs to be part of the graph.

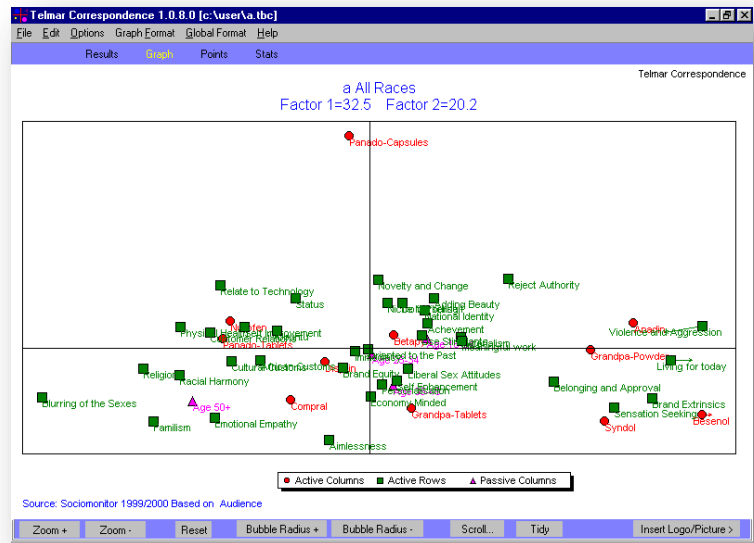


After highlighting the area, the user now need to specify what needs to be graphed by selecting the relevant data item and then the required type of graph. See further notes in Telgraph manual.

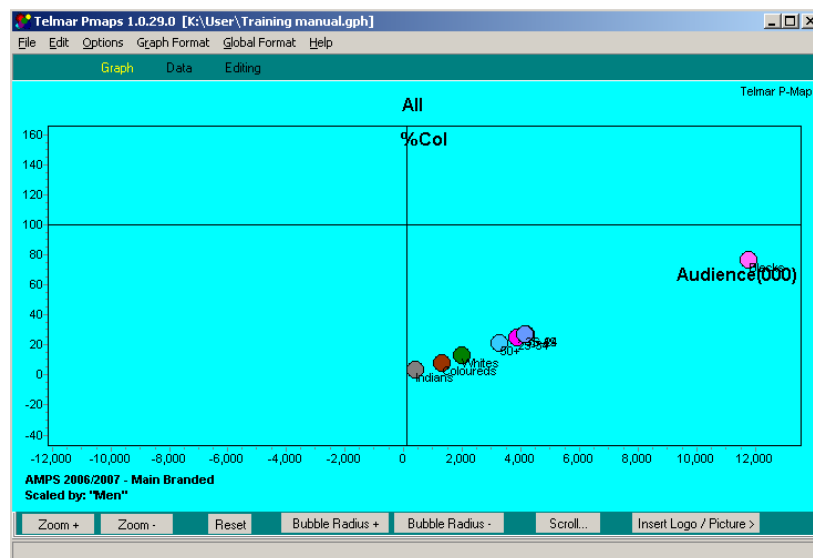


Correspondence:

Telmar's *Correspondence* program offers a pictorial representation of a Crosstab, showing data plotted according to correlation. It's a quick method of summarising a lot of data, and is commonly used for showing brands by lifestyle. *Correspondence* is used to understand a market, understand users of a brand, or to identify potential market gaps. It also identifies the most "discriminating" or "important" lifestyle statements prior to running a cluster.

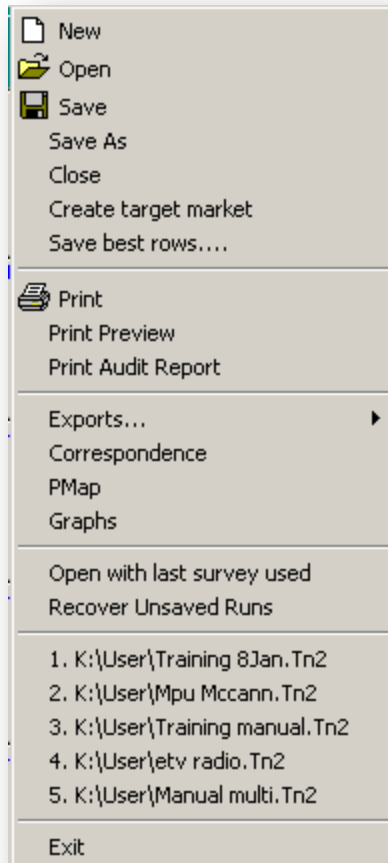


Pmaps:

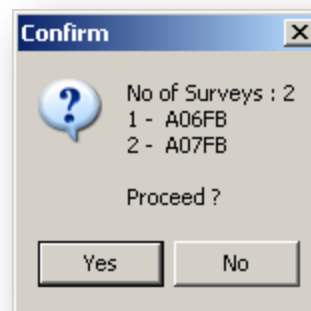


See Pmap manual for creating Pmaps.

File Menu



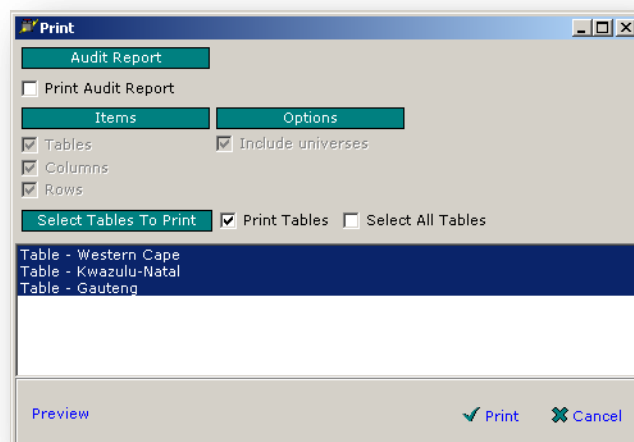
- ❖ **New:** Creates a new run
- ❖ **Open:** Opens a saved run. When opening a saved run, survey information is displayed and the user is given the option of whether to proceed or not.



- ❖ **Save:** Saves the current run
- ❖ **Save As:** Saves a previously saved run with a new name
- ❖ **Close:** Closes the current run
- ❖ **Create Target market:** This option creates target market files for use in Print Plan. The current run is tabbed as a DEM file and then the

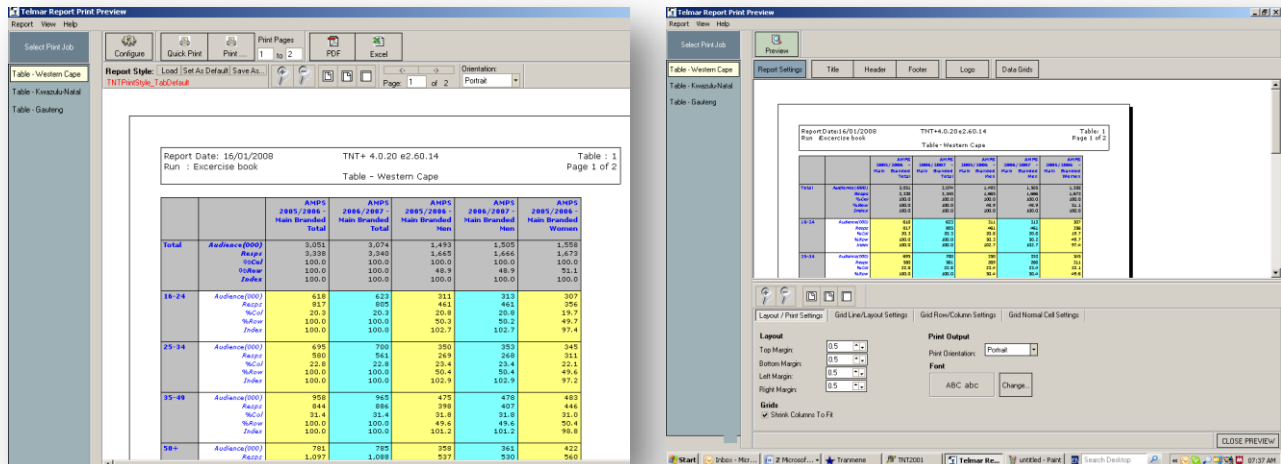
Print Plan programme is launched using the selected target market(s).

- ❖ **Print:** Launches the TNT printing module. You need to select which items to print and also which audiences to print. If there are multiple reports then you must select or deselect which to print

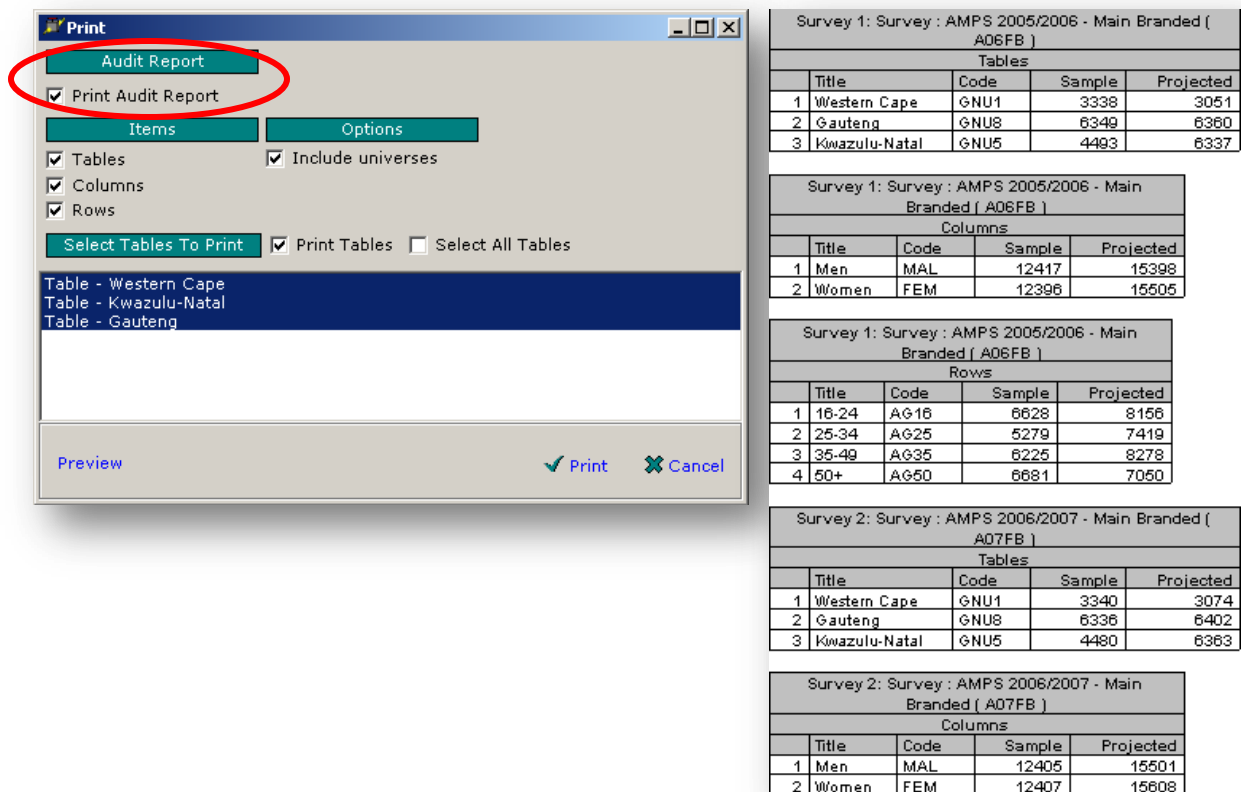


❖ **Print Preview:** Same dialog box appear. Click on Preview (bottom left)

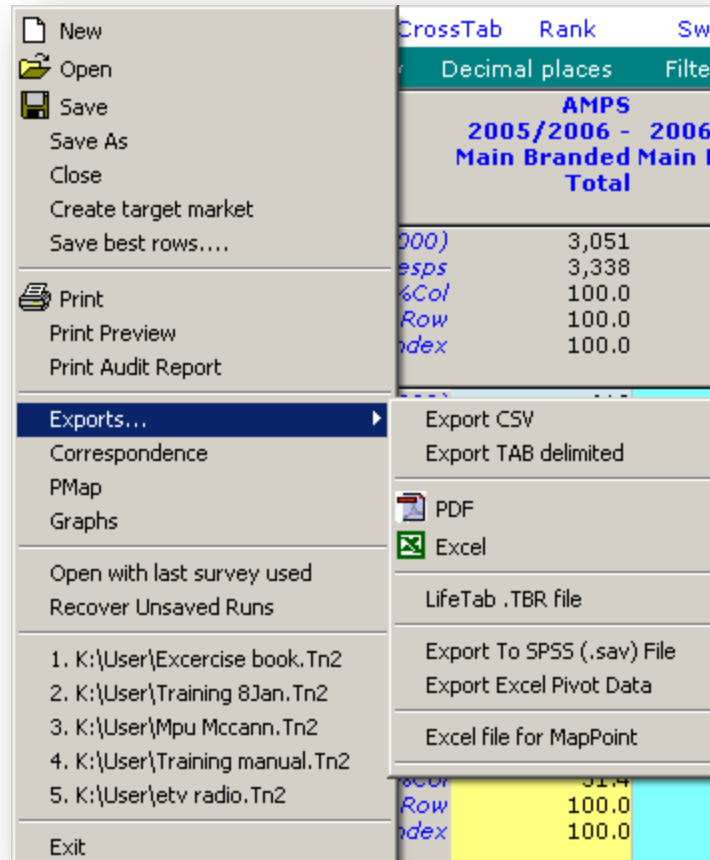
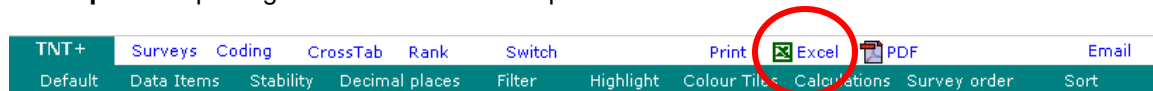
When click on Configure, change eg. Insert a logo, change header or footers, report settings



❖ **Print Audit Report:**



- ❖ **Export:** Exporting can be used in the drop down menu from File or on the Flat tabs.



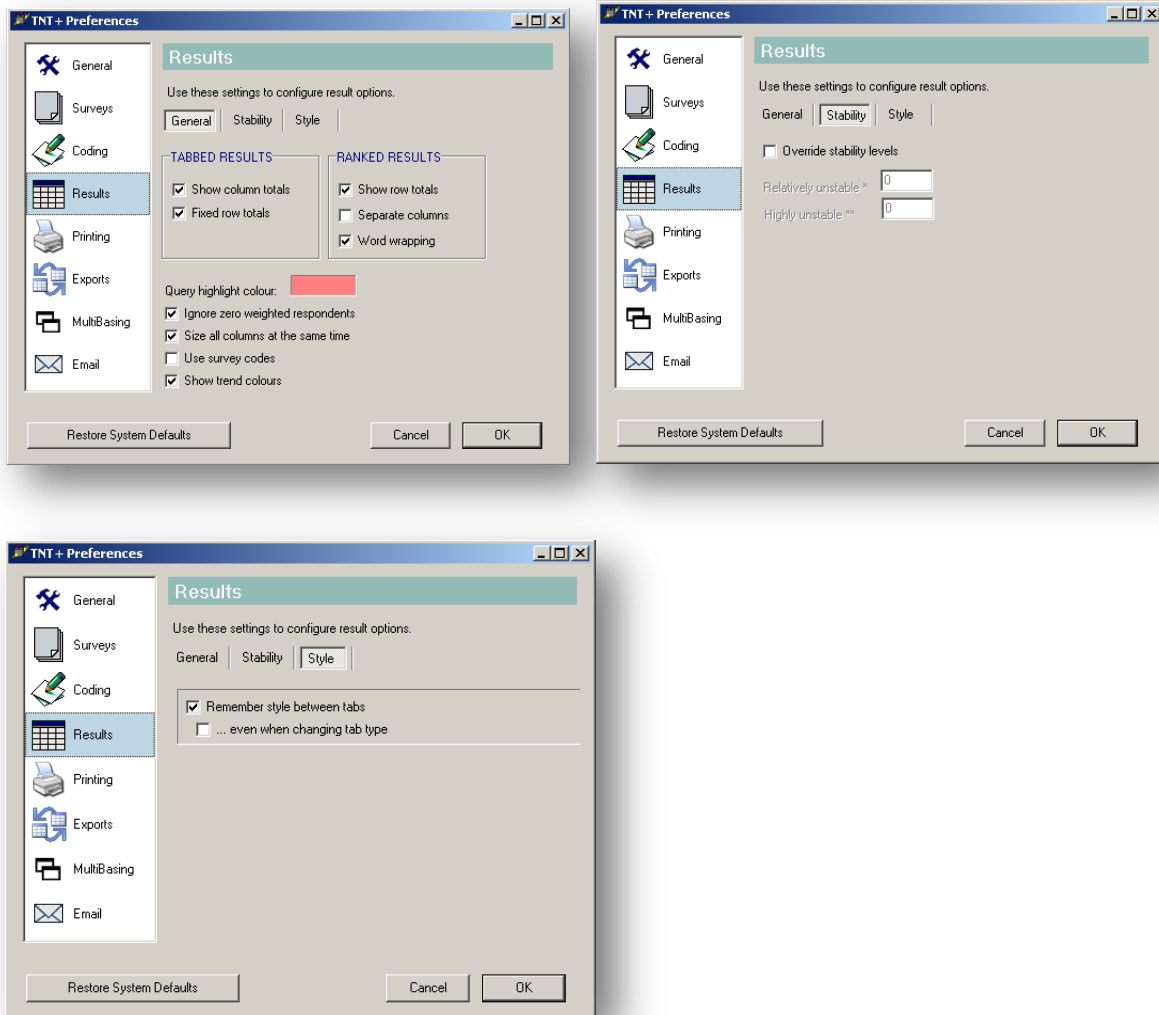
- ❖ **Open with last survey used:** TNT will open up all new run with the last survey used
- ❖ **Recover unsaved runs:** If something has happened where you could not save the run, this option will recover these runs.
- ❖ **List of files last used:** A list of files that was used last, will be shown next to a number

Edit Menu

Preferences

Changes made in the Preference Screens will be remembered for future analysis.

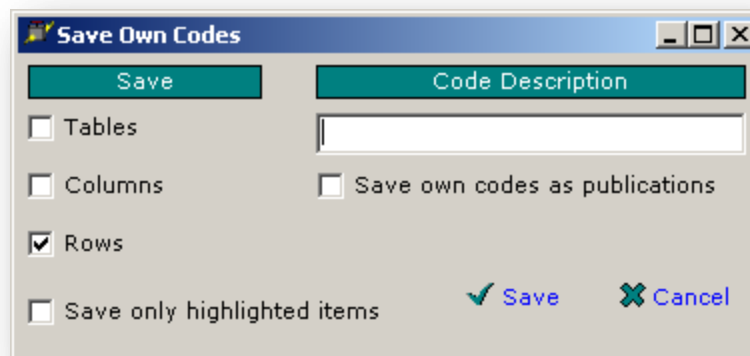
Results



Code Menu

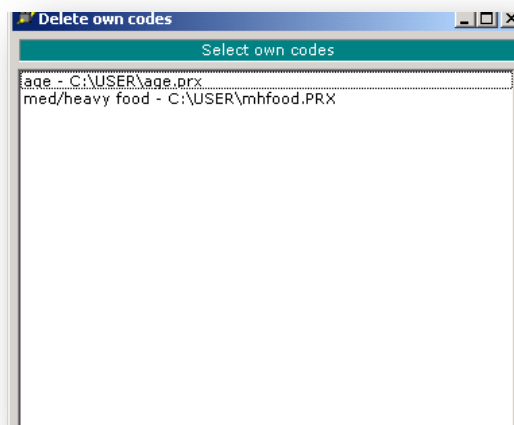
Saving Own Codes

From the menu bar select Codes, Save Own Codes. Tables, Columns or Rows can be selected and given a title. Those codes saved as Own codes will appear in the coding tree



Deleting Own Codes

Within the same item, Codes / Deleting own Codes, is also available for administration purposes.



Export

Tab Formats Directly to Excel

		AMPS 2005/2006 - Main Branded Total	AMPS 2006/2007 - Main Branded Total	AMPS 2005/2006 - Main Branded Men	AMPS 2006/2007 - Main Branded Men	AMPS 2005/2006 - Main Branded Women	AMPS 2006/2007 - Main Branded Women
Total	Audience(000)	3,051	3,074	1,493	1,505	1,558	1,569
	Resps	3,338	3,340	1,665	1,666	1,673	1,674
	%Col	100	100	100	100	100	100
	%Row	100	100	48.9	48.9	51.1	51.1
	Index	100	100	100	100	100	100
16-24	Audience(000)	618	623	311	313	307	310
	Resps	817	805	461	461	356	344
	%Col	20.3	20.3	20.8	20.8	19.7	19.8
	%Row	100	100	50.3	50.2	49.7	49.8
	Index	100	100	102.7	102.7	97.4	97.5
25-34	Audience(000)	695	700	350	353	345	348
	Resps	580	561	269	268	311	293
	%Col	22.8	22.8	23.4	23.4	22.1	22.2
	%Row	100	100	50.4	50.4	49.6	49.6
	Index	100	100	102.9	102.9	97.2	97.2
35-49	Audience(000)	958	965	475	478	483	487
	Resps	844	886	398	407	446	479
	%Col	31.4	31.4	31.8	31.8	31	31
	%Row	100	100	49.6	49.6	50.4	50.4
	Index	100	100	101.2	101.2	98.8	98.8
50+	Audience(000)	785	785	358	361	422	425

Each table is in a different worksheet

Rank Formats Directly to Excel

Exercise book_1.XLS [Compatibility Mode] - Microsoft Excel

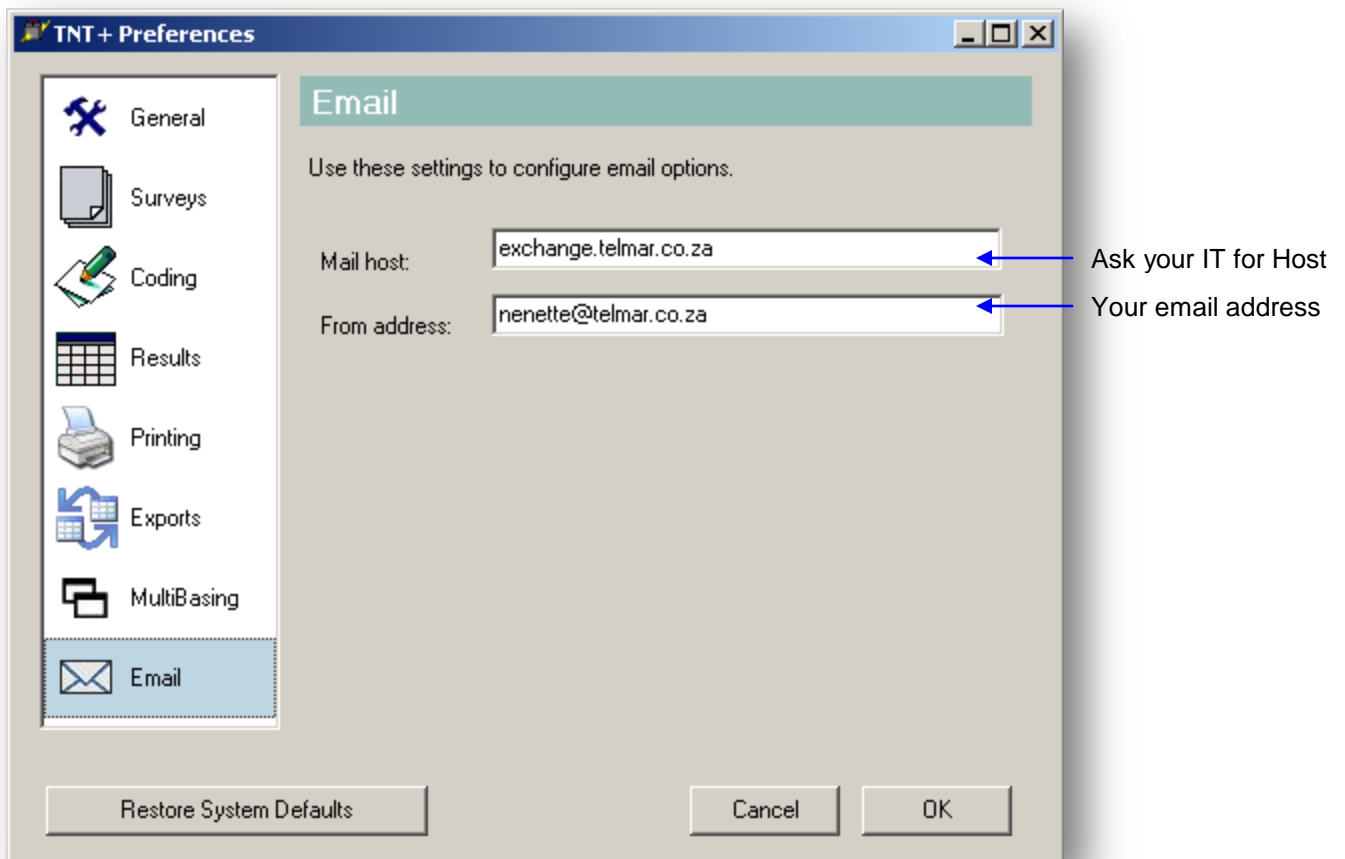
	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	Source: AMPS 2006/2007 - Main Branded													
2	Weight: Population													
3	Table - Western Cape													
4	Units : 1000's													
5														
6														
7		Total					Men					Women		
8		Audience(000)	Resps	%Col	%Row	Index	Audience(000)	Resps	%Col	%Row	Index	Audience(000)	Resps	%Col
9	Total	3,074	3,340	100	100	100	1,505	1,666	100	48.9	100	1,569	1,674	100
10	16-24	623	805	20.3	100	100	313	461	20.8	50.2	102.7	310	344	19.8
11	25-34	700	561	22.8	100	100	353	268	23.4	50.4	102.9	348	293	22.2
12	35-49	965	886	31.4	100	100	478	407	31.8	49.6	101.2	487	479	31
13	50+	785	1,088	25.6	100	100	361	530	24	45.9	93.8	425	558	27.1
14														
15														
16	TNT+ 4.0.20 e2.60.14													
17	Report Date: 16/01/2008													
18	Notes: ** data relatively unstable *** data highly unstable													
19														
20														
21														
22														
23														
24														
25														
26														
27														
28														
29														
30														
31														

Table - Western Cape Table - Gauteng Table - Kwazulu-Natal

e-Mail

This allows you to send an email either to another TNT user or as an Excel file to non-users. You will have to ensure that your email is set up correctly.

1. Setting up your email. Click on Edit, Preferences and Mail



How to read the grid

TNT+ - Exercise book.Tn2 - [Table - Western Cape]				
File Edit Codes Options MultiBasing Tables Tools Help				
TNT+	Surveys	Coding	CrossTab	Rank
Default	Data Items	Stability	Decimal places	Filter
				Highlight
				Colour T
		Total	Men	Women
Total	Audience(000)	3,074	1,505	1,569
	Resps	3,340	1,666	1,674
	%Col	100.0	100.0	100.0
	%Row	100.0	48.9	51.1
	Index	100.0	100.0	100.0
16-24	Audience(000)	623	313	310
	Resps	805	461	344
	%Col	20.3	20.8	19.8
	%Row	100.0	50.2	49.8
	Index	100.0	102.7	97.5
25-34	Audience(000)	700	353	348
	Resps	561	268	293
	%Col	22.8	23.4	22.2
	%Row	100.0	50.4	49.6
	Index	100.0	102.9	97.2
35-49	Audience(000)	965	478	487
	Resps	886	407	479
	%Col	31.4	31.8	31.0
	%Row	100.0	49.6	50.4
	Index	100.0	101.2	98.8
50+	Audience(000)	785	361	425
	Resps	1,088	530	558
	%Col	25.6	24.0	27.1
	%Row	100.0	45.9	54.1
	Index	100.0	93.8	106.0

- ❖ **Audience:** Always read in '000
- ❖ **Resps:** Respondents. This is the amount of people that answered the question positive. Read this as you see it (do not add 000)
- ❖ **%Col:** Reading it by starting with the column heading and read it downwards
- ❖ **%Row:** Reading it by starting with the row heading and read it upwards.
- ❖ **Index:** Base is 100. A percent in relation to a norm of 100. For instance, a 123 Index means that a number is 23% higher than the norm. An 83 index means that a number is 17% below the norm.

How to read the grid

TNT+ - Exercise book.Tn2 - [Table - Western Cape]					
File Edit Codes Options MultiBasing Tables Tools Help					
TNT+	Surveys	Coding	CrossTab	Rank	Switch
Default	Data Items	Stability	Decimal places	Filter	Highlight
			Total	Men	Women
Total	Audience(000)		3,074	1,505	1,569
	Resps		3,340	1,666	1,674
	%Col		100.0	100.0	100.0
	%Row		100.0	48.9	51.1
	Index		100.0	100.0	100.0
16-24	Audience(000)		623	313	310
	Resps		805	461	344
	%Col		20.3	20.8	19.8
	%Row		100.0	50.2	49.8
	Index		100.0	102.7	97.5
25-34	Audience(000)		700	353	348
	Resps		561	268	293
	%Col		22.8	23.4	22.2
	%Row		100.0	50.4	49.6
	Index		100.0	102.9	97.2
35-49	Audience(000)		965	478	487
	Resps		886	407	479
	%Col		31.4	31.8	31.0
	%Row		100.0	49.6	50.4
	Index		100.0	101.2	98.8
50+	Audience(000)		785	361	425
	Resps		1,088	530	558
	%Col		25.6	24.0	27.1
	%Row		100.0	45.9	54.1
	Index		100.0	93.8	106.0

- ❖ **Total:** The total population
 - There are 31,109,000 adults in the population
 - 24,812 people were interviewed, which are grossed up to represent the population

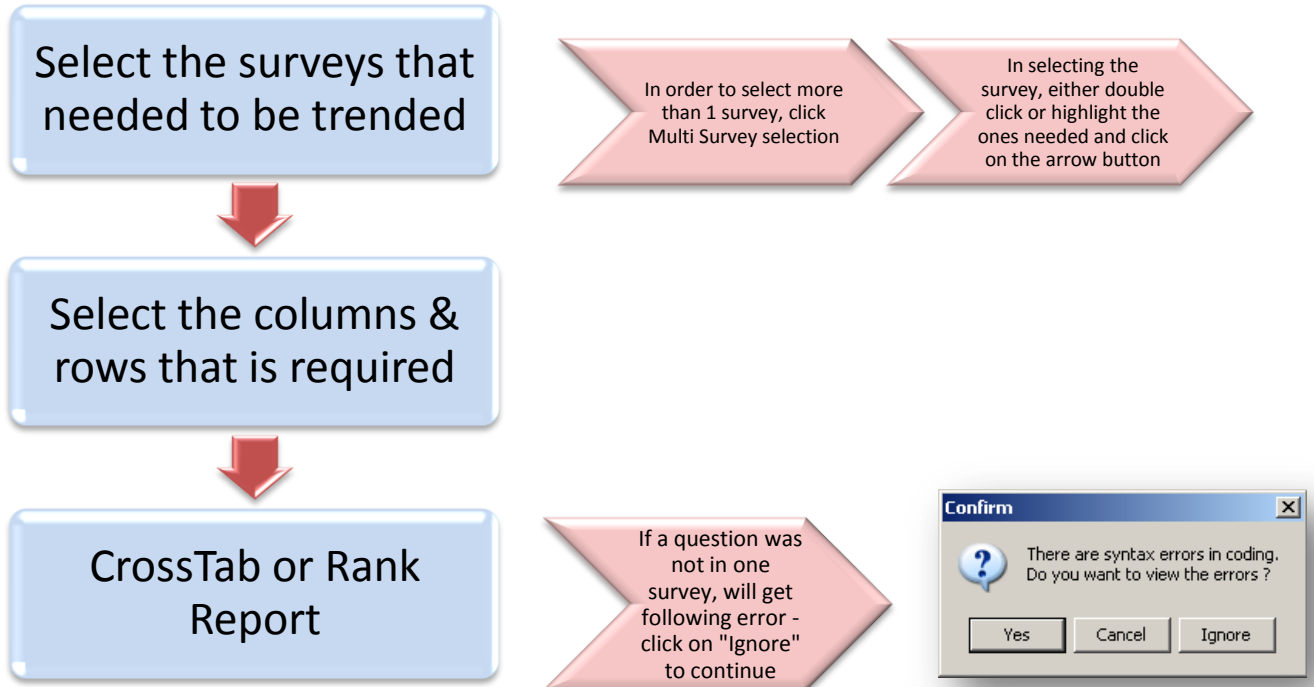
Now starting with the men column. Reading the grey block.

- ❖ **Audience:** There are 15,501,000 men in the population
- ❖ **Respondents:** 12,405 men were interviewed
- ❖ **%Row:** 49.8% of the total population are men

- ❖ **Audience:** 4,190,000 men are between 16-24 years old
- ❖ **Respondents:** 3,808 men said yes, they are between the ages of 16-24 years old
- ❖ **%Col:** 27% of men are between 16-24 years old
- ❖ **%Row:** 51% of all 16-24 year old are men.
- ❖ **Index:** 2.4% higher than the norm.

How do I..?

Trend surveys



Result Screen

TNT+	Surveys	Coding	CrossTab	Rank	Switch	Print	Excel	PDF	Em.
Default	Data Items	Stability	Decimal places	Filter	Highlight	Colour Tiles	Calculations	Survey order	Sort
AMPS 2005A6 AMPS 2006A6 AMPS 2007A6 AMPS 2005A6 AMPS 2006A6 AMPS 2007A6 - Main - Main - Main - Main - Main - Main Total Branded Total Men Branded Men Branded Men									
Total	<i>Audience(000)</i>	30,656	30,903	31,109	15,218	15,398	15,501		
	<i>Resps</i>	12,408	12,405	12,407	6,213	6,204	6,201		
	<i>%Col</i>	100.0	100.0	100.0	100.0	100.0	100.0		
	<i>%Row</i>	100.0	100.0	100.0	49.6	49.8	49.8		
	<i>Index</i>	100.0	100.0	100.0	100.0	100.0	100.0		
P12M	<i>Audience(000)</i>		2,355	2,815		1,361	1,622		
	<i>Resps</i>		1,668	1,921		939	1,108		
	<i>%Col</i>		7.6	9.0		8.8	10.5		
	<i>%Row</i>		100.0	100.0		57.8	57.6		
	<i>Index</i>		100.0	100.0		116.0	115.6		
P4W	<i>Audience(000)</i>	1,902	2,037	2,380	1,085	1,151	1,375		
	<i>Resps</i>	1,369	1,445	1,678	774	804	971		
	<i>%Col</i>	6.2	6.6	7.7	7.1	7.5	8.9		
	<i>%Row</i>	100.0	100.0	100.0	57.0	56.5	57.8		
	<i>Index</i>	100.0	100.0	100.0	114.8	113.4	115.9		
P7D	<i>Audience(000)</i>	1,550	1,718	2,028	885	980	1,188		
	<i>Resps</i>	1,144	1,225	1,436	653	686	835		
	<i>%Col</i>	5.1	5.6	6.5	5.8	6.4	7.7		
	<i>%Row</i>	100.0	100.0	100.0	57.1	57.0	58.6		
	<i>Index</i>	100.0	100.0	100.0	115.0	114.4	117.6		
Yesterday	<i>Audience(000)</i>	1,008	1,107	1,317	580	633	795		
	<i>Resps</i>	772	796	943	442	442	558		
	<i>%Col</i>	3.3	3.6	4.2	3.8	4.1	5.1		
	<i>%Row</i>	100.0	100.0	100.0	57.5	57.2	60.4		
	<i>Index</i>	100.0	100.0	100.0	115.8	114.8	121.2		

Glossary

A

Adults

A person over the age of 16 years, as defined by AMPS.

AMPS

The **All Media & Product Survey** examines the readership, listenership, television and cinema viewing levels, as well as product & service consumption usage and purchase habits.

F

Frequency

The number of times, on average, that a person within the target market is supposed to have been exposed to the advertiser's message.

Freq = Cumulative total of ratings (Total Unduplicated Audience) ÷ Reach%

H

Household

One person or a group of persons, usually but not always members of one family, who live together and whose expenditure on food and other household items is jointly managed. Boarders or lodgers may be included as members of a household provided that they have at least one main meal a day communally. Resident domestic servants are excluded and regarded as forming a household of one or more persons in their own right.

Household decision maker weight

If the analysis is to be done to establish media usage or other personal demographics for *"household" questions then the Household Decision Maker Weight should be used* after filtering on the HH Decision Maker (Male Head of Household or Female Housewife). The wording of the question and the purpose of the analysis determines whether analysis by Household Decision Maker Weight is meaningful.

Household purchaser

Any respondent of either sex who claims to be solely or partly responsible for the household purchases. These respondents weighted to households, form the basis of the values relating to household FMCG categories.

Household Weight

The weight is used for questions that refer to the household and is used with regard to certain products such as having a stove in the home.

Household weights can only be used on the following demographics:

1. Household Income
2. Geographical Location
3. Living Standards Measures

Housewife

A housewife is the female household purchaser only. The term Housewife does not imply that she does not work.

I

Impact

The relative degree of assumed awareness, or measured ad noting, achieved by a particular creative execution in ant given medium.

Index

A percent in relation to a norm of 100. For instance, a 123 Index means that a number is 23% higher than the norm. An 83 index means that a number is 17% below the norm.

LSM

Living **S**tandard **M**asurement is one type of segmentation tool based on wealth, access and geographic indicators. Wealth is used and dependable differentiator and the AMPS variables are particularly suited to this

P

Population

Also Universe. Group of persons being investigated from which some are selected in a systematic fashion to form a sample.

Population weight

This weight is used for questions that are directed at the individual in the questionnaire. The question normally includes the word **PERSONALLY** or **YOU**. For example: How old are you?

Psychographics

- 1) The classification of people in the audience of media on the basis of their personality characteristics and attitudes which impact on their life-styles and product purchasing behaviour – see Life Style and demographics.
- 2) A method of population segmentation based on attitudes, values, beliefs and lifestyles

R

Reach

The number of persons within your target market, who are exposed to the advertiser's message at least once. This is usually reflected as a percentage and is often referred to as coverage or cover.

$$\text{Reach} = \frac{\text{No. of Readers / Viewers / Listeners}}{\text{Number of targeted consumers}} \times 100$$

S

SAARF

South African Advertising Research Foundation. Conducts advertising research on behalf of the advertising industry.

SABRE

South African Business Research Evaluation. A media research survey specifically aimed at the business market.

Sample

In statistics, a group of individuals, regarded as representative of a whole population, that are selected for study / questioning.

Sample Area

In research, the geographical area within which a respondent sample is obtained.

Sample Error

In statistics, the deviation between the observed characteristics of a sample and the characteristics of the population from which it is drawn; inherent in all samples and inversely related to sample size.

Solus

A guaranteed position as the only ad on a page or in a commercial break.

W

Weighting

In general, the application of ration estimation to adjust in-tab sample data from samples so that the weighted sample is in balance with the universe for various household / persons characteristics.

The way that questions are asked will affect the weights used. In general there are four weights:

- Population
- Household
- Household Decision Maker
- Household Purchaser